

ABSTRACT

The food and beverage industry in Indonesia has experienced a significant increase. Data from the Ministry of Finance states that the food and beverage industry in Indonesia has increased by 2.54 percent to IDR 775.1 trillion since the Covid-19 pandemic. Therefore, a business actor who is involved in the food and beverage industry must be able to compete and attract consumer power by implementing the right marketing strategy. One of the marketing strategies that can be used by business actors is marketing through social media. Promotion through social media is currently important because all groups use social media. Toko Roti Panas is an MSME engaged in the food and beverage industry, located in Bandung City. Roti Panas uses social media as a place to promote their products. One of the social media used is TikTok.

The purpose of this study was to find out how to develop the content of the TikTok Roti Panas account. In addition, researchers also want to increase viewers of TikTok content and increase brand awareness of Toko Roti Panas. The method used in this study is a qualitative method with a descriptive approach. The techniques used to collect data are through observation, interviews, and documentation. With this method, researchers found that Toko Roti Panas rarely uses TikTok social media as a marketing medium for their products compared to Instagram. Roti Panas rarely uses TikTok because there is no one to handle the TikTok account.

The results of this study are in the form of video and photo content. Researchers also pay attention to the language used in the caption, adding hashtags, and creating attractive designs. In addition, it was also found that content development and being active in uploading marketing content can increase viewers and followers of the Roti Panas TikTok account. It is hoped that Roti Panas will remain consistent in uploading content to the Roti Panas TikTok social media account. In addition, it is hoped that Roti Panas can further develop ideas, designs, captions, and hashtags for the @rotipanas_ TikTok account.

Keywords: Content Development; Social Media TikTok