

ABSTRACT

Riyani The Label is a Small and Medium Enterprise (MSME) that is currently undergoing a period of business expansion. In response to the evolving landscape, Riyani The Label is endeavouring to include marketing strategies via the TikTok social media platform in order to enhance its visibility within the broader community. The primary objective of this research is to investigate the utilisation of TikTok social media platform for marketing purposes, specifically in relation to the purchasing interest in UMKM Riyani The Label products.

The research method used is descriptive qualitative with data collection techniques to informants totaling 10 people using data collection techniques through observation, interviews and documentation. From the results of this study it can be concluded that in order to increase sales results for Micro, Small and Medium Enterprises Riyani The Label uses 10 social media marketing strategies for small-scale businesses using Tiktok social media marketing strategies by building credibility, attracting potential customers, building relationships on socialmedia, share accurate content, create valuable content, use good and interesting images, crowdsource interesting and authentic content, participate in online groups and communities, use social media as a space to have interesting conversations and limit social media platforms.

Keywords: Marketing Strategy, Social Media and Promotion