

ABSTRAK

Pengembangan akun TikTok sebagai sarana promosi pada Mie Ayam Soker bertujuan untuk mengembangkan dan meningkatkan daya tarik dan jangkauan pasar melalui konten video yang kreatif serta informatif. Objek penelitian adalah akun TikTok Mie Ayam Soker yang sebelumnya dikelola secara acak tanpa strategi. Persaingan usaha kuliner yang semakin ketat mendorong Mie Ayam Soker, sebuah UMKM di Palembang, untuk memanfaatkan media sosial sebagai sarana promosi digital yang lebih efektif. Meskipun telah memiliki akun TikTok (@miesokersoker), pengelolaan akun sebelumnya masih bersifat acak, tidak konsisten dan belum optimal dalam menarik perhatian audiens. Penelitian ini bertujuan untuk mengembangkan dan meningkatkan daya tarik serta jangkauan pasar melalui akun media sosial TikTok untuk interaksi pelanggan dan memperluas jangkauan pasar Mie Ayam Soker. Metode pengembangan yang digunakan adalah metode ADDIE, yang mencakup lima tahap: *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Pada tahap analisis, diidentifikasi kelemahan akun, kebutuhan promosi serta karakteristik audiens. Tahap perancangan dan pengembangan berfokus pada penyusunan konsep konten video yang sesuai dengan identitas merek. Implementasi dilakukan melalui pengunggahan konten secara tersusun, sementara evaluasi mengukur efektivitas berdasarkan jumlah tayangan, pertumbuhan pengikut dan tingkat interaksi audiens. Hasil pengembangan menunjukkan peningkatan yang signifikan pada performa akun, di antaranya beberapa konten berhasil meraih lebih dari 20.000 tayangan dan jumlah pengikut meningkat dari 1.234 menjadi 1.449. Selain itu, terjadi peningkatan transaksi penjualan dari rata-rata 429 transaksi per bulan menjadi 454 transaksi setelah penerapan strategi konten. Pengembangan akun TikTok yang terstruktur terbukti efektif dalam meningkatkan visibilitas dan interaksi pelanggan terhadap Mie Ayam Soker. Disarankan agar pengelolaan akun dilakukan secara konsisten, kreatif dan adaptif terhadap trend media sosial yang berkembang.

Kata kunci: *Pengembangan, Interaksi, Mie Ayam Soker, Promosi, Media Sosial*

ABSTRACT

The development of the TikTok account as a promotional tool for Mie Ayam Soker aims to enhance its attractiveness and expand its market reach through creative and informative video content. The object of this study is the TikTok account of Mie Ayam Soker, which was previously managed without a clear strategy. The increasingly competitive culinary business environment has encouraged Mie Ayam Soker, a small and medium sized enterprise (SME) in Palembang, to utilize social media as a more effective digital marketing platform. Although the business already had a TikTok account (@miesokersoker), its management was previously inconsistent, unstructured and not optimized to attract audience attention. This study aims to develop and improve the appeal and market reach of Mie Ayam Soker through its TikTok account by increasing customer interaction and expanding promotional coverage. The development process employs the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. During the analysis stage, weaknesses of the existing account, promotional needs and audience characteristics were identified. The design and development stages focused on creating video content concepts aligned with the brand identity. Implementation was carried out through systematic and consistent content uploads, while the evaluation content uploads, while the evaluation stage measured effectiveness based on video views, followers growth, and audience engagement. The results of the development showed a significant improvement in the account's performance. Several content uploads achieved more than 20.000 views and the number of followers increased from 1.234 to 1.449. In addition, average monthly sales transactions increased from 429 to 454 following the implementation of the content strategy. The structured development of the TikTok account proved effective in increasing visibility and customer engagement for Mie Ayam Soker. Therefore, it is recommended that the account be managed consistently, creatively and adaptively in response to evolving social media trends.

Keywords: *Development, Interaction, Mie Ayam Soker, Promotion, Social Media*