

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pemanfaatan media sosial TikTok dalam meningkatkan jumlah transaksi pada UMKM Jasa Laundry Riss. Penelitian dilatarbelakangi oleh terbatasnya media promosi yang digunakan sehingga jangkauan pemasaran dan jumlah pelanggan belum optimal. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan model ADDIE (Analysis, Design, Development, Implementation, dan Evaluation). Teknik pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, dan studi kepustakaan. Informan penelitian terdiri atas pemilik usaha dan konsumen Laundry Riss. Hasil penelitian menunjukkan bahwa pemanfaatan TikTok sebagai media promosi dilakukan melalui pembuatan berbagai konten, seperti informasi layanan, promosi, edukasi, proses kerja, dan konten yang mengikuti tren. Pengelolaan akun secara aktif, seperti mengunggah konten secara konsisten, membalas komentar, serta mengevaluasi performa konten, mampu meningkatkan jangkauan promosi dan interaksi dengan calon pelanggan. Penerapan strategi tersebut memberikan dampak positif terhadap peningkatan jumlah transaksi, yang ditunjukkan dengan meningkatnya pendapatan usaha setelah ABpemanfaatan TikTok dibandingkan periode sebelumnya. Dengan demikian, TikTok dapat menjadi media pemasaran digital yang efektif bagi UMKM Jasa Laundry Riss dalam memperluas jangkauan promosi, menarik pelanggan baru, dan meningkatkan jumlah transaksi.

Kata Kunci: *TikTok, media sosial, pemasaran digital, transaksi, UMKM jasa laundry.*

ABSTRACT

This study aims to determine the utilization of TikTok as a social media platform to increase the number of transactions at Laundry Riss, a laundry service MSME. The study was motivated by the limited promotional media used by the business, resulting in an insufficient marketing reach and a low number of customers. This research employed a descriptive qualitative approach using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation. Data were collected through observation, interviews, documentation, and literature review. The research informants included the business owner and Laundry Riss customers. The results indicate that TikTok was utilized as a promotional medium by creating various types of content, including service information, promotional content, educational videos, work process documentation, and trend-based content. Active account management, such as consistently uploading content, responding to comments, and evaluating content performance, helped expand promotional reach and increase audience engagement. The implementation of this strategy had a positive impact on increasing the number of transactions, as reflected in the growth of business revenue after TikTok was utilized compared to the previous period. Therefore, TikTok can be considered an effective digital marketing platform for laundry service MSMEs to expand promotional reach, attract new customers, and increase the number of transactions.

Keywords: *TikTok, social media, digital marketing, transactions, laundry service MSMEs.*