

Marketing Communication Strategy for MSMEs Through Content Short Video 2022–2025: Literature Review

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ABSTRACT

The rapid development of the new media ecosystem has fundamentally transformed the landscape of digital interaction, demanding Micro, Small, and Medium Enterprises (MSMEs) to adopt short video-based marketing communication strategies. This research aims to analyze determinant factors, effective strategies, and implementation challenges through a literature study of 20 scientific articles (2022–2025) using the TCCM (Theory, Context, Characteristics, Method) analysis framework. The synthesis results show that short video adoption is driven by the adaptation of audience preferences in the new media era, the efficiency of organic reach costs due to content distribution accessibility, and mediatization pressure in the form of competitive pressure. The most effective communication strategies integrate edutainment based soft-selling approaches, visual hook optimization within the AIDA framework, and the utilization of interactive features to trigger consumer participation. However, the implementation of these strategies is still hindered by digital literacy gaps, content inconsistency, and ROI measurement ambiguity due to dependence on third-party platforms. This research concludes the need for developing adaptive mentoring models and independent performance evaluation metrics to ensure the sustainability of MSME competitiveness in the digital ecosystem.

Keywords: marketing communication strategy, MSMEs, new media, short video, TCCM analysis.

INTRODUCTION

Marketing communication is a strategic process in delivering messages between business actors and consumers to build awareness, interest, and purchasing decisions toward products or services (Tasnim et al., 2021). Certainly, it plays a vital role for MSMEs. Based on data from the Central Bureau of Statistics, this sector serves as the backbone of the national economy, with more than 65 million business units contributing 61% to the GDP and absorbing 97% of the Indonesian workforce (Aprionis, 2025). However, the challenge currently faced is that many MSMEs still struggle to adapt to changes in digital consumer behavior, which is more interested in visual and interactive content on social media (Dwijayanti et al., 2023). Social media is now the primary channel for brand discovery in Indonesia, with advertising effectiveness reaching 37.3%, a figure nearly equaling the role of search engines (We Are Social, 2025). According to Rozaq & Nugrahani (2023), this shift in preference directs short video-based content to become a strategic format in advancing MSMEs because this medium is capable of increasing visibility, engagement, and competitiveness in the digital era.

Several studies have examined its application as a marketing communication tool for MSMEs. Research conducted by Delicia & Paramita (2022) demonstrates the role of TikTok content in enhancing business, and a study by Rahmatillah & Saefuloh (2022) highlights its impact on consumer purchase intention. Other studies focus on

specific platforms, such as the use of Instagram Reels for brand awareness (Romadhona & Putri, 2025), as well as the identification of individual tactics, including the use of viral content, music features, and influencers (Rozaq & Nugrahani, 2023). However, these findings tend to remain partial and are not yet integrated. Existing studies are still limited to case studies on a single MSME, such as Astitarani & Yasa (2024) and Delicia & Paramita (2022). Furthermore, they also focus only on a single platform (Rahmatillah & Saefuloh, 2022; Romadhona & Putri, 2025). Although Rozaq & Nugrahani (2023) conclude that in-depth research regarding short video as a comprehensive strategic communication tool is still limited, practical challenges such as the low digital literacy of MSMEs (Astitarani & Yasa, 2024) also become a factor in the low development of content strategies.

This unintegrated strategic knowledge risks widening the gap between the theoretical potential of social media and actual implementation by MSMEs in the field. This concern is reflected in the many MSMEs that still require basic training to manage promotional content (Diniati et al., 2024). Additionally, 'suboptimal' practices, such as using personal accounts instead of business ones (Pratiwi et al., 2023), cause business actors to risk losing opportunities. Meanwhile, a study by Tatasari et al. (2025) proves that consistent short videos are capable of increasing audience engagement up to three times compared to static content. Failure to synthesize these important findings will hinder the development of relevant strategies using inefficient methods amidst digital competition. Therefore, a literature study is needed to answer research questions, including: (1) What factors emerge regarding MSME marketing communication strategies through short video content? (2) What are the most effective communication strategies in using short video for MSMEs? (3) What challenges are most frequently raised in the literature regarding the implementation of short video strategies by MSMEs, and how do those open gaps for future research agendas?

The approach used in this research is a literature study. This approach was chosen because a literature study serves as an essential foundation for collecting, analyzing, and understanding various existing approaches (Febrianto et al., 2024). Research data were collected through a search for relevant scientific articles via Google Scholar. Subsequently, the data were reviewed using thematic analysis with the Theory, Context, Characteristic, and Methodology (TCCM) framework (Umbara et al., 2023). This framework can organize literature findings into structured pillars to systematically map out a future research agenda (Paul & Rosado-Serrano, 2019). By applying this method, this study was able to provide the necessary integration. The selection of the 2022–2025 timeframe is based on the drastic surge in short video adoption post-pandemic in Indonesia, where TikTok users increased significantly from 99.07 million in 2022 to 194.37 million in July 2025 (Katadata, 2022; We Are Social & Meltwater, 2025). Furthermore, Indonesia ranks fifth worldwide in the frequency of online short video consumption from TikTok, Reels, YouTube Shorts, and various similar platforms, with an average viewing time of 4.90 days per week, fundamentally changing the digital interaction landscape and the competitiveness of MSMEs (We Are Social, 2025). Thus, this time period provides the most up-to-date literature basis for analyzing the transformation of digital marketing communication strategies.

Based on the research questions above, the objectives of this research include: (1) Analyzing factors that arise from the strategy of using short videos by MSMEs (2) Identifying and mapping various strategies that have proven effective (3) Summarizing the main challenges faced by MSMEs. This literature review is expected to provide both theoretical and practical contributions. Theoretically, this research strengthens and integrates the understanding of digital marketing communication in the context of

MSMEs in the new media era by presenting a structured knowledge map and highlighting areas that still require further exploration (Rozaq & Nugrahani, 2023). Additionally, it can provide a solid conceptual foundation for the development of future empirical studies. Practically, the results of this study provide evidence based strategic guidance for MSME actors, helping them design innovative and effective short video content for business sustainability (Astikarani & Yasa, 2024), as well as choosing appropriate strategies to increase competitiveness amidst increasingly tight market competition (Hakim et al., 2025).

METHODS

This research uses a literature study approach. This approach was chosen because a literature study serves as an essential foundation for collecting, analyzing, and understanding various approaches, concepts, and existing empirical findings related to MSME marketing communication strategies through short video content (Febrianto et al., 2024). The literature study emphasizes the process of interpretation, mapping, and synthesis of published knowledge from various relevant literature sources. Therefore, this study aims to integrate separate findings into a coherent conceptual framework, while highlighting areas that still require further exploration (Arifin, 2020).

The research data is sourced from secondary data, namely scientific journal articles, academic books, and proceedings published in Indonesian. To ensure the actuality of the findings, the literature reviewed is limited to the period from 2022 to 2025. The number of journal articles selected and analyzed is 20 articles. This limitation aims to capture the most relevant and up to date literature regarding marketing communication strategy trends through the short video format (Rozaq & Nugrahani, 2023).

The data collection process was carried out through digital literature searches on online databases such as Google Scholar. The search strategy was performed using a Boolean Search combination with the main keywords:

Strategy AND “Marketing Communication” AND MSMEs AND “short video”

Each identified piece of literature was then selected based on inclusion criteria (topic suitability, periodization, and source quality) as well as exclusion criteria (literature outside the focus of MSMEs and short videos). This process resulted in 20 selected articles relevant for analysis (Nugroho, 2023). Data analysis in this research uses Thematic Analysis. The analysis steps applied include:

- a) Coding. Assigning labels or codes to text within the relevant literature. Coding is focused on three main issues according to the research questions: factors related to strategy, effective communication strategies, and implementation challenges.
- b) Theme Formation. Grouping similar codes into coherent central themes.
- c) Conceptual Synthesis. The identified themes are then integrated and mapped using the TCCM (Theory, Context, Characteristic, and Methodology) framework (Umbara et al., 2023).
- d) TCCM mapping aims to categorize findings based on the theories, contexts, characteristic results, and methodologies used, thereby producing a structured synthesis of knowledge capable of answering the research questions comprehensively (Hakim et al., 2025).

FINDINGS

Table 1. Results of Analysis of 20 Articles

NO	AUTHOR	YEAR	FINDINGS
1.	F. Rahmatillah & D. Saefuloh	2022	<p>a) TikTok marketing content is proven to have a significant positive effect on purchase intention through increased customer engagement and brand trust.</p> <p>b) The most preferred and effective types of content include:</p> <ul style="list-style-type: none"> • Product Reviews • Aesthetic Videos • Product Education • TikTok Trends and Soft-selling
2.	Cindy Delicia & Sinta Paramita	2022	<p>TikTok content is effective in:</p> <p>a) Significantly increasing brand awareness (addition of Instagram followers) and e-commerce sales for both MSMEs due to the FYP algorithm that personalizes content according to audience interests.</p> <p>b) The use of influencer services is considered more effective and preferred compared to paid TikTok Ads features. Paid advertisements tend to be skipped by users because they are considered intrusive, making business owners feel their use is futile.</p> <p>c) The role of SEO with the use of relevant hashtags and background music is crucial to maximize the chances of content appearing on search pages and the FYP.</p> <p>d) At the time the research was conducted, the TikTok Shop feature was not yet preferred and less trusted by MSME players and consumers as a transaction medium compared to other e-commerce platforms.</p>
3.	M. Rozaq & R.U. Nugrahani	2023	<p>Forms of Platform Usage, including:</p> <p>a) Viral Content</p> <p>b) Music Features</p> <p>c) Educational Content</p> <p>d) Live Streaming Features</p> <p>Strategic Communication:</p> <p>a) <i>Entertainment</i> and Humor</p> <p>b) Sharing Information and Promotions</p> <p>c) Co-branding</p> <p>d) Human Figures/Influencers</p>
4.	Nandhita A. Hawa, Budi Harto, & Panji Pramuditha	2023	<p>89% of MSMEs are satisfied with the Reels feature, as Indonesian audience preferences have shifted toward attractive visual content rather than long text. Besides being proven effective in building brand image, it also increases interaction through feedback in the comments section and is able to reach a wider market.</p>
5.	Hagi Julio Salas, Fajar Junaedi, & Suci Ria Ardinata	2023	<p>Advertising, direct marketing, and personal selling strategies are effective in increasing awareness and consumer relationships.</p>
6.	Meyliana Tjan Mulyadi, Nur Laili Isnawati, & Catharina Aprilia Hellyani	2023	<p>The Emotional dimension is the main factor directly influencing Gen-Z's purchase intention due to its ability to trigger positive emotions and virality. On the other hand, the Entertainment and Informative dimensions do not have a direct impact on purchases, yet remain important as supporters to build a positive attitude toward the brand and provide concise product understanding. Therefore, the best strategy is to prioritize emotional appeal combined with elements of entertainment and dense information.</p>
7.	Nadya Agustine, Rastri Kusumaningrum, & Nurkinan	2023	<p>a) There is an adoption gap; although short videos are very effective for reaching Gen Z, their use by MSMEs in regions is still very minimal.</p> <p>b) MSME players are constrained by low digital literacy (editing skills), limited capital, and a lack of trust in the effectiveness of digital promotion compared to conventional methods.</p> <p>c) The emotional dimension in content is proven to be the strongest factor influencing Gen-Z's purchase intention, surpassing mere entertainment or information aspects.</p> <p>An approach involving technical training, collaboration with local micro influencers, the use of storytelling, and branding consistency is required for more successful promotion.</p>

8.	Ni Made Dhyana Astikarani & I Komang Widya Purnama Yasa	2024	<p>a) <i>Digital marketing is more effective & efficient (low cost, wide/segmented reach) compared to conventional methods.</i></p> <p>b) Real challenges remain with limited creative human resources, low digital literacy, difficulty in measuring promotion effectiveness, and dependence on third-party platforms.</p> <p>c) Two-way interaction (comments/DM) builds stronger customer loyalty than one-way advertising.</p>
9.	Euis Bandawaty, Gunardi, Dewi Kartikaningsih, Gama Ramdani Rakasiwi, Sunaryo, & Sari Mujiani	2024	<p>a) TikTok can increase brand awareness by up to 60%.</p> <p>b) There is a surge in engagement with average video views increasing from 500 to 5,000 views within two weeks after training.</p> <p>c) The main challenges found are consistency in content creation and time management.</p>
10	Anisa Diniati, Moch Armien Syifaa Sutarjo, & Intan Primasari	2024	<p>Content is the primary key to MSME marketing communication strategies.</p> <ul style="list-style-type: none"> • MSME players still lack understanding of social media management. • Training effectively improves the digital understanding and skills of MSMEs.
11	Alya Romadhona & Fessy Febriyani Putri	2025	<p>a) Instagram is effective in increasing the brand awareness of local MSMEs.</p> <p>b) Instagram's Reels contribute the most to the increase in engagement such as likes, comments, shares, and views.</p> <p>Audience involvement shows that digital promotion through creative content is able to strengthen relationships with customers and foster trust in MSME products.</p>
12	Muhamad Rachman Hakim, Khoiruddin Abdillah, Gabriel Asoloan Sitinjak, & Ari Anggarani Winadi Prasetyoningtyas	2025	<p>a) Social media plays a major role in the digital marketing strategy of culinary MSMEs.</p> <p>b) Five main pillars were found: branding, creative content, influencers, engagement, and paid ads, which are effective in increasing brand awareness and sales.</p> <p>However, challenges still exist in the form of:</p> <ol style="list-style-type: none"> a) Low digital literacy. b) Limited time for consistent content creation. c) Difficulty in understanding social media algorithms.
13	Muhamad Al Pariz	2025	<p>Konten <i>short video</i> mampu menarik perhatian dengan efektif, dengan teori <i>AIDA</i>:</p> <ol style="list-style-type: none"> a) Attention: Using attractive close-up visuals, consistent background music, and the signature hook "<i>Hah OGE?</i>". b) Interest: Showing food texture details and enthusiastic natural facial expressions. c) Desire: Description of taste quality and sensory responses (eating sounds) to trigger appetite. d) Action: Direct call to action phrases ("<i>Must visit?</i>") "<i>jug-jug</i>") and clear location information. <p><i>Local micro-influencers increase audience trust; high engagement (comments, shares, saves) supports awareness and interest in trying the MSME.</i></p>
14	Santi Rimadias, Shalsa Bella Putri Irawan, Adinda Pambayun Indraswari, Shandy Surya Lazuardy, Maulana Fadhil, & Seichant Mardhira	2025	<p>Short videos from Reels and TikTok are the most effective formats for increasing brand awareness and engagement.</p> <ol style="list-style-type: none"> a) Behind the scenes videos of the coffee-making process receive the highest engagement. b) Paid ads increase reach and conversion. c) The communication strategy increased engagement by approximately 30% and increased sales by approximately 18%. d) The effectiveness of short videos is influenced by visual quality, short duration, an initial hook, and a CTA. e) The main challenges for MSMEs are editing skills, production consistency, algorithm changes, and resource limitations.
15	Enjelina Dewita Sari & Suwandi	2025	<ol style="list-style-type: none"> a) Significant improvement in participants' understanding and skills in managing digital communication. b) Participants are able to create business accounts, produce promotional content independently, and strengthen branding. c) Digital marketing is proven to be cost-efficient and increases customer interaction.
16	Rahma Yulita & Yusnidar	2025	<ol style="list-style-type: none"> a) Identity formation by applying consistent visual elements (logo, color) combined with storytelling that highlights local wisdom

			<p>values successfully builds emotional closeness and a strong, unique brand identity.</p> <p>b) Collaboration with local culinary influencers is effective in expanding market reach, while active interaction (fast response, Q&A) increases customer trust and loyalty.</p> <p>c) MSMEs face challenges in the form of limited Human Resources (HR) who understand digital marketing and changing algorithm dynamics. These challenges are addressed through continuous content innovation and strengthening internal creative teams.</p>
17	Mochammad Arkansyah, Arfiyansyah, Yuga Adi Kusuma, Salahudin AI Afgan, & Paskalis Dio	2025	Effective strategies to increase sales are authentic content, live shopping, collaboration with local influencers, and the use of TikTok hashtags/trends, while the main challenge is limited content resources and adaptation to the TikTok algorithm.
18	Titis Tatasari, Shidiq Purnomo, & Arya Kusuma Dewa	2025	hort video content significantly increases engagement on food MSME accounts through indicators of likes, comments, shares, and views.
19	Fadali Rahman, Aprial Trihandy, Dias Ananda Setiawan, Moh Dimas Dwi Prima, & Rifki Riyadis	2025	The core of MSME short video marketing communication strategy is the emotional dimension, as it is the most dominant factor triggering the purchase intention of Gen Z and Millennial consumers. Effective strategies must use emotional based storytelling supported by influencer collaboration. However, MSMEs face significant challenges in the form of low digital literacy and minimal capital, which hinder the adoption of short videos.
20	Casrini, M. Annas Fauzi, M. Arizal A.S, Firanti Sabila, Rina Fatimatuz Zahra, Rinaldi Bursan, Mudji Rachmat Ramelan, & Tazkiyah Sakinah.	2025	Content based on local culture is very effective in reaching a wide audience, as seen from 8,588 views dominated by algorithm recommendations (FYP) at 94.1%. High audience interest is reflected in an engagement rate of 7.1% and a targeted viewer demographic, showing that cultural narratives are able to build strong emotional closeness. Although the video has a good initial hook, excessive duration is the main obstacle causing a low completion rate.

TCCM Synthesis: Transformation of Marketing Communication Paradigms in the New Media Era

In the theoretical aspect, a 90% dominance is held by Digital Marketing Communication Theory and the Marketing Mix (Articles 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, 19, 20), while the remainder is equally divided at 5% each between Media Ecology Theory (Article 3) and Customer Engagement Theory (Article 17). In terms of context, the use of Multiplatform (a combination of TikTok, Instagram, YouTube Shorts) becomes the most strategic with a 35% share (Articles 5, 7, 11, 13, 14, 15, 19), followed closely by TikTok as a single platform at 30% (Articles 1, 2, 8, 12, 16, 20), General Social Media at 20% (Articles 3, 6, 9, 17), and Instagram Reels specifically at 15% (Articles 4, 10, 18). This pattern is reinforced by characteristics that heavily emphasize Creative and Visual Content Strategies at 70% (Articles 1, 2, 4, 8, 9, 10, 11, 12, 13, 15, 16, 17, 19, 20), while the remaining 30% focuses on Promotional Strategies and Technical Implementation (Articles 3, 5, 6, 7, 14, 18). Finally, research methods are dominated by the Qualitative approach at 75% (Articles 2, 3, 4, 5, 7, 8, 10, 11, 12, 13, 14, 15, 16, 18, 20), followed by Mixed Methods at 15% (Articles 1, 9, 17), and Literature Studies at 10% (Articles 6, 19).

The dominance of Digital Marketing Communication Theory in this literature confirms that modern MSME marketing is no longer merely a transactional activity, but an effort to build engagement through dynamic visual content. This finding aligns with the primary characteristic of “Content Creativity”, where technical elements such as the first 3 second visual hook, storytelling, and the use of trending music (as emphasized in Articles 12 and 15 become the keys to vitality in social media algorithms. The large share of multiplatform contexts and TikTok indicates that MSMEs are required to be present in an omnichannel manner, which is an integration approach of all sales and communication channels synergistically to ensure continuity

of the customer experience when moving between channels, both online and offline (Hasan, 2025). By leveraging the uniqueness of various short video feature platforms to reach a wider audience. The massive use of qualitative methods serves as the logical foundation for this phenomenon, where researchers need to explore in depth “how” creative strategies are designed and adapted by MSME actors in the midst of diverse algorithmic ecosystems, an analytical depth that is difficult to capture only with numerical surveys alone.

DISCUSSION

Emerging Factors Related to MSME Marketing Communication Strategies

The factors driving the adoption of short video content strategies by MSMEs are not singular; rather, there is an accumulation of economic, sociological, and media culture aspects. Three dominant factors were found:

a) Adaptation to Cyberculture and Consumer Psychographic Shifts

The most fundamental factor driving the adoption of short videos is the urgency to adapt to “Cyberculture” which has drastically changed information consumption patterns. Mulyadi et al. (2023) found that consumer behavior, specifically Generation Z, has shifted from text consumers to visual consumers who demand instant emotional stimulation. This phenomenon aligns with the concept of Collective Intelligence by Pierre Levy (1990), where market preferences are now shaped communally in fluid digital spaces (Aprianta et al., 2025). Modern consumers tend to avoid rigid static advertisements and turn to content that offers entertainment value. This is consistent with the characteristics of New Media which are interactive and digital, where the boundary between the communicator and the communicant is increasingly blurred so that the audience has the autonomy to respond to messages in real time (Syafrina, 2022). Rahman et al. (2025) reinforce this finding by identifying that current consumer purchase intention highly depends on the trust built through authentic visual content, not just promotional promises. This means that MSMEs are undergoing a mediatization process, where they must transform communication formats into short videos to be considered relevant and “alive” by consumers who spend their time within the TikTok and Reels algorithmic ecosystems.

b) Cost Efficiency

The second factor is closely related to the economic efficiency offered by new media technology. Referring to Marshall McLuhan's Media Theory regarding “space bias”, short videos allow MSMEs to cross geographical boundaries and reach global markets with very minimal or even zero costs (McQuail, 2010). Astikarani & Prasetyo (2025) highlight that digital platforms offer a much wider and algorithmically segmented market reach compared to conventional marketing methods that require large advertising budgets. Rozaq & Nugrahani (2023) add that the availability of free production features such as viral music, filters, and intuitive editing tools within the application has leveled the playing field for promotional access. This breaks down the entry barriers previously dominated by large corporations, enabling micro-entrepreneurs with limited capital to produce marketing materials that look professional and possess visual competitiveness.

c) Visual Credibility Demands as a Digital Brand Identity

The next factor is the absolute necessity of visual presence as a requirement for business validity in the digital era. Within the 4C marketing mix paradigm (Customer Solution), namely Customer Solution, Customer Cost, Convenience, and Communication which focuses on visual and interactive communication, it functions as tangible proof of existence and service quality (Arianto, 2021). Romadhona & Putri

(2025) reveal a crucial finding that the use of short video features contributes most dominantly, at 84.2%, in forming Brand Awareness for local MSMEs. Brand awareness is a crucial initial stage to drive market response (Susilowati, 2023). Digital audiences perceive businesses that actively produce dynamic visual content as credible, transparent, and trustworthy businesses. Yulita & Yusnidar (2025) emphasize that a strong Brand Identity is now built through the consistency of visual elements (such as color, logo, and editing style) as well as repetitive video narratives. Without a short video presence, MSMEs risk being considered nonexistent or outdated by consumers, causing short video to shift function from a mere promotional tool to a primary identity asset.

Effective Marketing Communication Strategies

To survive the competition in the new media landscape, MSMEs implement strategies that combine content creativity with a technical understanding of algorithms. Three strategies proven to be most effective are as follows.

a) Soft Selling and Edutainment Approach (Uses & Gratifications Theory)

The strategy proven to be most effective and dominant is the transformation of communication styles from direct sales (hard-selling) into providing educational and entertainment content (edutainment). This strategy is deeply rooted in the Uses and Gratifications Theory, which states that audiences actively seek content to satisfy psychological needs (entertainment, information, social integration), rather than merely looking for product catalogs (Syafriana, 2022). Rimadias et al. (2025) demonstrate that behind the scenes content and stories of the product manufacturing process actually generate the highest engagement. This occurs because such content provides the transparency and human narrative that consumers long for. In line with this, Bandawaty et al. (2024) found that tutorial content or practical tips are far more effective in building customer loyalty. By providing “added value” in the form of knowledge or laughter before asking consumers to buy, MSMEs successfully build emotional bonding, making their brand a solution rather than just a seller.

b) Visual Optimization Using the AIDA Framework

The effectiveness of short videos on a technical level depends heavily on the ability to capture attention in the opening seconds. Given the time bias of fast paced new media, Al Pariz (2025) details the application of the AIDA (Attention, Interest, Desire, Action) hierarchy of effects model as a mandatory strategy to implement. This model describes the linear psychological process of consumers (Firmansyah, 2020). The Attention stage must be seized within the first 3 seconds using a strong visual hook, dynamic movement, or provocative questions. Furthermore, Interest and Desire are built with close up cinematography techniques that display product texture details to stimulate the viewer's sensory appetite. Agustine et al. (2023) add a technical prerequisite that this strategy must be supported by high definition (HD) visual quality and clear audio. Poor content quality (blurry or shaky) is often psychologically associated by consumers with low product quality, which ultimately hinders the Action stage or the purchase decision.

c) Interactivity and Collaboration (4C Model)

The third strategy utilizes the networking characteristics of new media to expand organic reach (Luik, 2020). Hakim et al. (2025) identify that collaboration with influencers, especially local micro influencers, is a main pillar of success due to the transfer of trust from public figures to their followers. Micro influencers are considered more authentic and possess closer engagement levels compared to major celebrities. In addition to collaboration, Sari & Suwandi (2025) emphasize the importance of two-way communication as an implementation of the communication element within the

4C Marketing Mix. Interactive features such as replying to comments, holding question and answer (Q&A) sessions, or challenges transform passive consumers into active participants. This strategy creates a sense of community ownership, where customers feel heard and involved, thus building brand loyalty organically.

Implementation Challenges

Despite the vast potential of short videos, field implementation faces significant structural barriers. Three main challenges most frequently raised in the literature are:

a) **Digital Literacy Gap and Inconsistency**

The biggest challenge faced by MSMEs is the limitation of human resources and uneven digital literacy. Many business actors understand the urgency of digital transformation but fail in the aspect of sustainable execution. Diniati et al. (2024) found that although technical training is frequently provided, many MSMEs fail to maintain marketing strategies due to a lack of deep understanding of strategic content management. Hakim et al. (2025) emphasize that the main challenge is not the ability to make one viral video, but the consistency of production amidst demanding daily business operational tasks. This phenomenon often leads to “digital fatigue” and social media account stagnation. Future research needs to develop mentoring models that focus on time management and content production efficiency for micro entrepreneurs.

b) **Performance Measurement Ambiguity and Algorithm Dependency**

The second challenge relates to the uncertainty of content distribution due to “media logic” fully controlled by platform algorithms (TikTok/Instagram). Rahmatillah & Saefuloh (2022) note that user interaction is highly volatile and difficult to predict as one piece of content can go viral today, but the next could lose visibility due to minor algorithm changes. Astikarani & Prasetyo (2025) add that acute dependence on third party platforms creates high business vulnerability. MSMEs often struggle to measure the real effectiveness of promotion (Return on Investment) because they are trapped in vanity metrics (such as likes or views) that do not necessarily correlate directly with actual sales figures. This demands further research regarding more accurate digital performance measurement metrics for the MSME scale.

c) **Technical Barriers and Copyright Regulations**

The final barrier is technical in nature but impacts competitiveness, namely copyright issues and creativity stagnation. Agustine et al. (2023) raise the issue of using viral audio assets or music that often clash with copyright license restrictions on business accounts, thereby limiting the reach of MSME content. Additionally, Yulita & Yusnidar (2025) highlight the challenge of content homogeneity, where many MSMEs tend to merely imitate trends through the ATM method (Observe, Imitate, Modify) without significant renewal or uniqueness. As a result, their content sinks into market saturation. Surviving in the digital era requires a brand to be able to build a solid reputation through various online channels to create strong differentiation (Arianto, 2021). This gap between high creativity demands and limited innovation capacity is a real obstacle to the sustainable growth of MSME digital marketing.

These challenges confirm that although media democratization has occurred, the capability gap in utilizing such media remains wide, opening future research gaps for the development of more holistic and sustainable mentoring models. Future research needs to shift from mere descriptive exploration regarding creative strategies toward a more strategic measurement of marketing communication effectiveness. Subsequent studies should empirically examine how short video virality can be converted into long term communication assets, such as brand equity and consumer trust. This step is expected to fill the literature gap regarding the impact of short videos as an instrument for building sustainable customer relationships, not just a momentary transactional promotional tool.

CONCLUSION

The adoption of short videos by MSMEs is driven by the urgency to adapt to the consumer cyberculture that prioritizes visual emotional interaction as well as the global reach efficiency of new media. The communication strategy proven most effective in responding to these dynamics is a soft-selling approach based on storytelling and edutainment, strengthened by visual technical optimization and participative collaboration. Although its implementation is still hindered by structural challenges such as digital literacy gaps and performance measurement ambiguity due to algorithmic dependency, overall, the integration of this literature confirms that short video has transformed the MSME marketing paradigm from a mere transactional activity into a strategic and sustainable digital brand identity construction effort.

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