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Dedita Bakery and Cake's Marketing Strategy Using TikTok Ads to Boost Consumer Appeal

Ine Aprianti[1*], Farandita Nurustsalis[2], Agrie Wahyudi Kharisman[3], Ahmad Zulfahmi Ubaidillah[4]
Universitas Sangga Buana
Corresponding Author: Ine Aprianti ine.aprianti@usbypkp.ac.id

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ABSTRACT
Increasingly fierce competition across various business sectors is forcing MSMEs to adapt by utilizing digital media, which is considered more effective for reaching abroad consumer base. The effectiveness of conventional promotion has also declined, leading many MSMEs to rely on paid digital advertising strategies. TikTok Ads has become one of the top choices because its features enable rapid and effective content distribution to reach a wider audience. This study aims to analyze the marketing strategy of Dedita Bakery and Cake through the use of TikTok Ads to increase consumer appeal. This study employs a qualitative approach using a descriptive case study method involving interviews, observations, and documentation, with ten customers serving as respondents. The results show that the account's reach increased from 980 to 1,340 followers and from 15.7 thousand to 25.6 thousand likes, while some videos reached over 150 thousand views. Other contributing factors include affordable prices, a strategic location in front of a school, and a combination of offline and online sales. Challenges faced included limited time for content creation, difficulty in determining ad targets, and algorithm changes that affected video performance. To address these, Dedita strives to maintain consistency in her posts, follow emerging trends, and conduct periodic evaluations. Overall, the use of TikTok Ads features has proven.

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INTRODUCTION

The rapid advancement of digital technology has brought about significant changes in various aspects of life, including the field of marketing. Digital transformation is driving businesses to adapt to various digital platforms in order to expand their market reach and enhance their competitiveness. One such adaptation is the use of social media as a tool for promotion and communication with consumers. Digital marketing is now conducted through various media, one of which is TikTok, which has grown to become one of the most popular digital marketing platforms. According to Bulele and Wibowo (2020), TikTok is a social media platform that is now widely used not only as a space for creativity but also as a tool for business. TikTok has great potential in the world of digital marketing due to its ability to reach a wide and interactive audience. Through the TikTok Ads feature, businesses can target specific audiences based on user interests and behavior, making it an effective promotional tool.

In the context of micro, small, and medium-sized enterprises (MSMEs), digital marketing strategies play a crucial role in enhancing business visibility and sustainability amid increasingly fierce competition. Dedita Bakery and Cake, as a local culinary business specializing in the production of various baked goods, faces the challenge of maintaining customer loyalty while attracting new customers in the digital age.

Although the products offered are of high quality and have excellent flavor, promotional efforts that remain conventional have not been effective in reaching a wide audience. Yet in today's digital era, the presence of SMEs on online platforms is crucial for enhancing competitiveness (Muntadhiroh et al., 2024). Given these circumstances, it is important for Dedita Bakery and Cake to adapt through more innovative and digital-based marketing strategies, one of which is leveraging TikTok Ads.

This study is highly relevant to developments in the world of digital marketing, particularly for MSMEs seeking to maximize the potential of social media as a promotional tool. TikTok has become one of the platforms with a steadily increasing number of active users, especially among the younger generation, who represent a potential market segment for culinary products. This study aims to provide a deeper understanding of effective digital marketing strategies using TikTok Ads, as well as how their implementation can increase consumer interest in local products. Based on the background described above, this study focuses on the digital marketing strategies implemented by Dedita Bakery and Cake through the use of TikTok Ads to increase consumer appeal and interest.

The research questions in this study are as follows:

1. What marketing strategies does Dedita Bakery and Cake employ through TikTok Ads to attract customers
2. How effective are these strategies in increasing brand visibility and customer engagement?
3. What challenges are encountered in implementing TikTok Ads features

In line with this, the objectives of this study are to

1. Analyze Dedita Bakery and Cake's marketing strategy through TikTok Ads.
2. Assess the effectiveness of this strategy in increasing consumer engagement and interaction.
3. Identify the challenges encountered in implementing a social media-based digital marketing strategy.

Theoretically, this study contributes to the advancement of knowledge in the field of digital marketing, particularly regarding the implementation of promotional strategies using the social media platform TikTok as an effective advertising channel for MSMEs. Practically, the results of this study can serve as a guide for optimizing digital marketing strategies for Dedita Bakery and Cake to make them more appealing and better aligned with consumer needs. For other business owners, this study can serve as a reference in designing digital promotional strategies that are creative and adaptable to technological developments, and for future researchers, this study can serve as a reference for developing similar studies with a broader scope.This study focuses on how Dedita Bakery and Cake can utilize TikTok Ads as an effective marketing strategy to increase consumer appeal. In terms of marketing strategy, this study examines key elements such as product, price, promotion, place, and people involved in Dedita Bakery and Cake's marketing activities. Meanwhile, regarding consumer appeal, the study focuses on purchase intent, consumer perceptions of the brand, and consumers' visual interest in the promotional content displayed on Dedita Bakery and Cake's TikTok account. Through this focus, this study is expected to provide a clear picture of the effectiveness of the digital promotional strategies implemented by Dedita Bakery in increasing consumer engagement and purchase intent.

This study has several limitations that should be noted. First, this study focuses on only one subject, namely Dedita Bakery and Cake, so the results cannot yet be generalized to all similar businesses in the culinary industry. Second, the data used is qualitative and relies on observations and interviews with ten customers of Dedita Bakery and Cake; therefore, the research findings may be influenced by field conditions at the time of data collection. Third, this study only discusses the use of TikTok Ads as a promotional medium without comparing it to other digital platforms such as Instagram or Facebook, so the scope of the analysis remains limited to a single form of digital marketing strategy.

Based on research conducted by Windi Ageng Lestari (2025) in "Utilizing TikTok Ads to Increase Customer Engagement on the Kedai Upin Ipin TikTok Account," the use of TikTok Ads in digital promotional activities has a significant impact on increasing customer engagement. A similar point is also explained by Canra Permadi and Agi Gifari (2022) in *The Use of Social Media and Ads in Business Product Promotion*, stating that the use of Live Streaming and Ads features offers significant benefits in promoting business products through affordable costs, a wide audience reach, and targeted market segmentation. Furthermore, in the book *Marketing in the Digital Age: New Economic

Strategies* by Jushermi et al. (2024), it is explained that innovations in digital marketing open up various new opportunities for companies to enhance the effectiveness and appeal of their marketing campaigns. Based on this theoretical framework and prior research, this study is expected to provide new insights into how TikTok Ads features an increase consumer appeal for Dedita Bakery and Cake products.

LITERATURE REVIEW

In analyzing the digital marketing strategy implemented by Dedita Bakery and Cake through TikTok Ads, several theoretical frameworks provide foundational insights into consumer behavior, digital advertising, and marketing management:

Digital Marketing Theory

Digital marketing refers to the application of digital technologies, platforms, and media to contribute to marketing activities aimed at acquiring and retaining customers. According to Chaffey and Ellis-Chadwick (2019), leveraging interactive channels such as social media allows micro and small businesses to construct personalized customer journeys and maintain continuous digital engagement.

Social Media Advertising & Targeted Ads Theory

Social media advertising allows firms to deliver tailored promotional content based on user demographics, behavioral profiles, and real-time interest data. De Pelsmacker et al. (2018) emphasize that algorithmic paid advertising—such as TikTok Ads—significantly boosts brand awareness and ad recall compared to organic posts by guaranteeing precise reach and higher content frequency among targeted consumer segments.

Marketing Mix Theory / 4Ps Framework

The classic marketing mix framework, formulated around Product, Price, Place, and Promotion, remains essential for structured marketing operations. Kotler and Keller (2016) explain that marketing effectiveness relies on the harmonious integration of these four elements, where promotional innovations (e.g., social media ads) must align with accessible distribution channels and competitive pricing to convert consumer interest into sales.

Consumer Engagement Theory

Consumer engagement is conceptualized as a psychological state characterized by specific levels of cognitive, emotional, and behavioral activity in brand interactions. Brodie et al. (2011) argue that interactive digital platforms foster co-creative experiences, where highly engaging audiovisual content directly enhances user interaction (likes, shares, comments) and drives prospective purchase intentions.

AIDA Model / Attention, Interest, Desire, Action

The AIDA model describes the sequential stages a consumer undergoes

when exposed to marketing communication. As detailed by Wijaya (2012), effective digital ad content must first capture the user's Attention through visual aesthetics, arouse Interest through trending sounds and narrative relevance, stimulate Desire through

METHODOLOGY

This study employs a qualitative approach using descriptive case study methods and interviews. This approach was chosen to gain an in-depth understanding of how Dedita Bakery and Cake implements its digital marketing strategies through the social media platform TikTok. The case study method was used because it can describe in detail the phenomena occurring within a specific subject, namely the marketing strategies of Dedita Bakery and Cake. This study involved ten customers of Dedita Bakery and Cake as respondents who provided information regarding their experiences, perceptions, and evaluations of the promotions conducted through the TikTok Ads feature. The subject of this study is the digital marketing strategy of Dedita Bakery and Cake via TikTok Ads and its impact on consumer appeal and purchasing interest.

RESULTS

Sample Size Determination

Dedita Bakery and Cake is a microbusiness in the food industry, specializing in the production and sale of various sweet treats such as mochi daifuku, donuts, bomboloni, assorted mini breads, brownies, and towel cake. The business was founded in 2023 and is located in the Slawi area, directly across from SMP Negeri 1 Slawi. Dedita Bakery and Cake is known for its distinctive bright pink display cart, which attracts the attention of customers. Its target market includes students, teenagers, and the general public who enjoy sweet treats at affordable prices. In addition to direct sales, Dedita Bakery has also begun actively using the social media platform TikTok as a promotional and sales tool to expand its customer reach and build its brand image (Nufus and Handayani, 2022). Through creative video content and TikTok Ads, the business has successfully expanded its market reach and increased customer engagement.

Marketing Strategy (4P Marketing Mix Analysis)

Product Strategy

Dedita Bakery and Cake offers a wide variety of products, such as daifuku mochi filled with chocolate paste and strawberries—its best-selling variant—as well as cream-filled mochi with various fruit flavors, original peanut mochi, and many other varieties; bomboloni filled with jam and sprinkled with powdered sugar; a variety of mini breads; as well as brownies and towel cake to round out the menu. Dedita Bakery and Cake always maintains the quality of the raw materials used, ensures the cleanliness of the production facility, and prioritizes visual presentation. The business also ensures that every product is made with high-quality, fresh ingredients and presented in attractive packaging. Consumers will prefer and choose products that offer better quality compared to similar products that can meet their needs and desires (Oktarini, et al.). Dedita Bakery

and Cake has achieved this through flavor innovations and presentations that follow current viral snack trends.

Pricing Strategy

Dedita Bakery and Cake employs a market penetration strategy, which involves offering affordable prices to attract new customers. Product prices range from Rp3,000 to Rp28,000, depending on the variant and menu package selected. This pricing approach is considered highly suitable for reaching the student segment and the local community, who tend to prioritize affordability. Implementing relatively low prices helps the business expand its customer base, especially during the business development phase. By combining affordable prices with consistent taste quality, Dedita Bakery and Cake is not only able to retain loyal customers but also more easily attract new buyers looking for baked goods that offer good value for the price.

Place Strategy

Dedita Bakery's location in front of a school provides a strategic position for business operations. The high foot traffic of students, parents, and the surrounding community makes it easier for customers to access the store. This situation increases the business's visibility while also creating opportunities for in-store purchases, whether planned or impulsive. The heavy foot traffic in that area also helps expand brand awareness in the surrounding community. In addition to relying on its stand in front of the school, Dedita Bakery utilizes a digital ordering system via TikTok and WhatsApp to expand its marketing reach. This use of social media allows customers to view the product catalog, get pricing information, and place orders without having to visit the location in person. This strategy not only simplifies customer interactions, but also improves service efficiency.

The implementation of two distribution channels—offline and online—creates a more comprehensive marketing system. In-person sales leverage the potential of strategic locations, while digital sales reach consumers beyond the immediate area without requiring the opening of new branches. As a result, Dedita Bakery is able to effectively expand its market and increase sales volume. Overall, the combination of strategic locations and the use of digital marketing demonstrates that Dedita Bakery is able to optimally integrate its distribution and promotional strategies. This approach contributes to increased business competitiveness and strengthens business sustainability amid increasingly fierce competition in the culinary industry.

Promotion Strategy

The TikTok account @dditabakery_andcake consistently posts various types of content, such as the product creation process, documentation of interactions with customers, the atmosphere of the sales environment, and customer testimonials. According to Nufus & Handayani (2022), these digital promotional activities contribute significantly to increasing the business's visibility. Based on documented data, there was an increase in the number of followers from 980 to 1,340, as well as a rise in the number of likes from 15.7

thousand to 25.6 thousand. Some pieces of content even received more than 150 thousand views, indicating that the content management strategy has successfully attracted the attention of a large audience. Observations show that this increase began to be noticeable about six weeks after the TikTok account @dditabakery_andcake utilized the TikTok Ads feature to expand the reach of its content. The promoted content was created by following emerging trends, incorporating viral sounds, and employing creative visual presentation. Nevertheless, each post maintained the brand's identity through the use of a pink color scheme—a hallmark of Dedita Bakery and Cake. This approach demonstrates that consistent visual identity, combined with trend-based promotional strategies, can enhance appeal and strengthen brand image on digital platforms.



Figure 1: Dedita's TikTok Account Before Using the TikTok Ads Feature
Customer Interview Results
Source: Dedita"s Tiktok Account

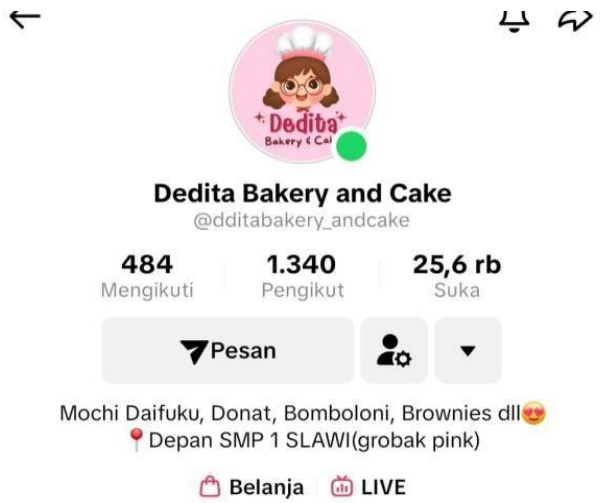


Figure 2: Dedita's TikTok Account After Using the Ads Feature
Source: Dedita"s Tiktok Account

DISCUSSION

Customer Interview Results

To corroborate the observational data, the researcher conducted interviews with ten customers of Dedita Bakery and Cake. The interviews were conducted in person on October 22, 2025. The interview results are summarized in the following table.

Table 1. Results of Customer Interviews

No.	Name	Years	Key Statement	Sources of Information About Dedita	Analysis
1.	Nala Hani	23 years	""I discovered Dedita on TikTok and was drawn to her colorful and aesthetic mochi creations"	TikTok (*Fyp Content*)	Dedita's video concept, which showcases the product, attracts new customers
2.	Nisrina SM	18 years	"I became interested after frequently watching Dedita's For You Page videos on TikTok because they're entertaining"	TikTok (*Fyp Content*)	Dedita's video concept, which features entertaining content, attracts new customers
3.	Rizka Alfiyani	19 years	"I happen to pass by this street often, and I saw a cart that was colorful and clean"	Individual	Customer Attracted by Dedita's pink and clean appearance
4.	Sulistianingsih	18 Years	"I first came here because the donut videos kept showing up on my For You Page—the donuts looked so fluffy, so I bought some right away."	TikTok (*Fyp Content*)	Dedita's video concept, which showcases best-selling products, attracts new customers.
5.	Varent Aprilia	28 years	"I discovered Dedita on TikTok through my child, and I really like it because the products are local yet high-quality and just as good as the big brands."	Tiktok *(Share)*	Dedita reaches the family segment through its content appealing to people of all ages.
6.	Jean	14 years	"I followed my classmate's lead—she happened to bring brownies yesterday, and since they were so good, I bought some myself."	Friends	Customers are drawn to Dedita's products through word-of-mouth testimonials
7.	Nanda Ayu	21 years	"At first, I searched on TikTok for 'Delicious donuts in Slawi,' and Dedita happened to be	TikTok Videos contents	Dedita's video concept, which showcases products using hashtags, has

			the top result. I finally decided to try buying some, and they really were delicious."		the potential to attract new customers.
8.	Vemmy Widyo	23 years	"It pops up all the time on TikTok's For You Page—it's actually become a regular now"	TikTok (*Fyp Content*)	Dedita's video concept, which showcases the product, attracts new customers
9.	Tri kurniawati	25 years	"I first heard about Dedita from a customer testimonial video that went viral on TikTok, so I immediately sent a DM and asked the admin for delivery service because my house happens to be far from the location."	TikTok (*Fyp Content*)	Dedita's video concept, which features customer testimonials, attracts new customers
10.	Salma Salsabila Azari	22 years	"I first found out about Dedita when I received a gift of donuts from a relative. I decided to buy some again because not only are the donuts soft and delicious, but the packaging is also cute and pink-themed."	Label Packaging	In addition to product quality, attractive and informative packaging can draw new customers to the booth.

Source: Results of an Interview with a Dedita Customer

Interview Analysis

Based on interviews with ten informants, it can be concluded that most customers learned about Dedita Bakery and Cake through the TikTok platform. The informants stated that visual elements, the use of engaging music, and a content presentation style that aligns with current trends play a significant role in attracting new customers. Additionally, TikTok is considered effective in reaching audiences across various age groups, from teenagers to adults, thereby expanding the business's market potential. These interview findings indicate that promotional strategies implemented through TikTok Ads can positively influence consumer appeal. The use of creative and easily accessible content not only increases engagement levels but also fosters purchase intent among potential customers (Amelya et al., 2024). Thus, it can be affirmed that the use of TikTok—particularly through paid promotional features—significantly contributes to enhancing the visibility and marketing effectiveness of Dedita Bakery and Cake. This aligns with the research by Lestari et al. (2025), which explains that the use of TikTok Ads is one of the most effective ways for small business owners to expand their promotional reach and interact directly with customers.

The Effectiveness of TikTok Ads

Based on observations and interviews, the use of TikTok Ads has had a positive impact on increasing engagement and sales at Dedita Bakery and Cake. Promotional content supported by the Ads feature has proven to reach a wider audience compared to posts without Ads. This is evident from the increase in the number of followers, higher audience engagement rates, and direct messages from potential customers inquiring about product availability and placing orders. In addition to expanding content reach, the use of TikTok Ads also contributes to strengthening the brand image through visual consistency and a cohesive identity displayed in every post. This promotional strategy using the Ads feature not only reaches consumers in the Slawi area but also has the potential to attract users from other regions, thereby significantly expanding Dedita Bakery's market reach. These findings indicate that social media serves not only as a means of disseminating information but also as a strategic digital marketing tool for SMEs. With proper content management and optimal use of advertising features, TikTok Ads can effectively support increased visibility, expand the target market, and drive sales growth.

Challenges and Solutions in Implementing TikTok Ads

Although the digital promotion strategy via TikTok has had a positive impact on Dedita Bakery and Cake, there are a number of challenges faced during its implementation. One of the main obstacles is the limited time available to produce content consistently. Determining the right target audience when using paid ads is often a challenge, as it requires aligning audience preferences with the characteristics of the promoted product. Periodic changes to TikTok's algorithm also affect video performance, meaning some content does not always achieve optimal reach. To address these challenges, several strategic steps can be taken. First, establish a regular content creation schedule to ensure promotional activities remain consistent and are not hindered by other operational tasks. Second, stay updated on the latest trends in music, visual styles, and video formats popular on the TikTok platform to increase the likelihood of content appearing on the For You Page (FYP). Third, evaluate weekly content based on each video's performance to identify the types of content most effective at capturing the audience's attention. Implementing these steps can help Dedita Bakery and Cake maintain its presence on social media and foster positive relationships with customers by delivering content that is engaging, relevant, and adaptable to changing digital trends.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that the marketing strategy implemented by Dedita Bakery and Cake through the use of TikTok Ads has proven effective in increasing consumer appeal and interest. Engaging visual content, the use of trending music, and creative product presentations have expanded the reach of promotions and increased audience engagement, as evidenced by the growing number of followers, likes, and high view counts on several videos. Results from customer interviews also show that the majority of consumers became aware of Dedita Bakery through TikTok, suggesting that the platform plays a significant

role in building brand awareness and driving purchase intent. In addition to social media support, an affordable pricing strategy, a strategic business location, and a distribution system that combines offline and online sales further strengthen consumer interest in the products offered. According to Dr. Sitta Kusuma (2024), paid advertising features provided by social media platforms—such as Instagram Ads, Facebook Ads, and TikTok Ads—have a major impact on consumer purchasing behavior.

To overcome these challenges, Dedita Bakery and Cake is advised to:

1. Take steps such as scheduling content creation, following viral trends, and conducting regular evaluations of video performance.
2. Dedita Bakery and Cake also needs to improve consistency in content production, optimize TikTok Ads audience segmentation, and expand the variety of content to reach more users.
3. Collaborating with local creators (food vloggers) and forming a dedicated content creation team can also help improve the quality and frequency of promotions.

With a more focused digital strategy, Dedita Bakery and Cake has the potential to strengthen its competitiveness and expand its market sustainably. Hetty and Ginta (2022) also explain that promoting products or services on social media will help business owners connect not only with customers but also with fellow sellers and producers. This will open up opportunities to build a broad business network and may even lead to new partners who are ready to grow the business together.

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