

Creative Content Production Challenge and Engagement Instability Analysis of Bu Erte's Woven Bags on Tiktok

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Research article

ABSTRACT

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This research investigates the content strategy of traditional craft MSMEs (Micro, Small, and Medium Enterprises) in response to engagement instability on TikTok. The study's significance lies in its effort to fill the literature gap regarding the impact of algorithmic uncertainty on the creative decisions of micro-entrepreneurs. Its objective is to analyze the meaning and adaptation strategies employed by the owner of "Tas Anyaman Bu Erte" (Bu Erte's Woven Bags) in managing fluctuations in audience involvement. Utilizing a qualitative case study approach, the research findings reveal that a reactive response to engagement instability actually triggers a simplification of content into static formats, which further decreases interaction. The findings indicate that audiences value content that transparently showcases the craftsmanship process more highly than content that merely follows viral trends. The study's implication suggests the necessity of shifting focus toward a hybrid content strategy that balances trend adaptation with product quality education to build sustainable customer trust.

Keywords: Content Strategy; Traditional Craft MSMEs; Engagement Instability; Algorithm; Creative Adaptation.

INTRODUCTION

The digital revolution has fundamentally transformed the economic paradigm, demanding that micro, small, and medium enterprises (MSMEs) adapt by migrating from conventional marketing approaches to digital strategies to maintain sustainability and competitiveness (Salam & Imilda, 2024). Among the myriad of digital platforms, social media stands out as the most strategic marketing tool, offering cost-effectiveness alongside a massive audience reach (Erislan, 2024). With an audience predominantly composed of Gen Z and Millennials, TikTok has emerged as a potential platform for boosting brand awareness and sales through creative and interactive short video content (Akbar et al., 2024). Success on TikTok is heavily reliant on the capability to create compelling content that fosters interaction, where engagement metrics (likes, comments, shares) function as the primary Key Performance Indicators (KPIs) for measuring strategic success and brand awareness enhancement (Syahwanda et al., 2025). For MSME actors, successful utilization of this platform is determined by the capacity to adapt to current trends in formulating creative content strategies that can drive consumer interaction.



Figure 1. Average Engagement from the Last 10 TikTok Uploads of Tas Anyaman Bu Erte. Source: Web Tiktok analytics 'countik.com' (2025)

The ability of TikTok to reach millions of diverse audiences through the "For Your Page" (FYP) algorithm and trends makes it a strategic yet paradoxical choice, particularly for traditional MSMEs like "Tas Anyaman Bu Erte." The success in achieving virality is accompanied by the strategic challenge of engagement rate instability, which is a key success metric in social media (Syahwanda et al., 2025). Data in Figure 1 reveals significant fluctuations and a downward trend, with the highest engagement rate at 2.16% and the lowest at 0.73%. This phenomenon indicates that engagement consistency has not yet been achieved, where the success of a single viral content does not necessarily guarantee the performance of subsequent content, thus threatening the sustainability of business growth.

Research by (Arkansyah et al., 2025) and (Andriana et al., 2024) demonstrates the effectiveness of TikTok Shop in boosting MSME sales through authentic content, influencer collaborations, and live shopping. However, several challenges persist, including the difficulty of balancing viral content with consistent brand image building (Isnaini, 2024), and maintaining engagement and customer loyalty (Khotimah & Tanti, 2025). This dilemma between chasing algorithmic trends and maintaining brand authenticity positions the concept of Dynamic Capabilities (Purwatiningsih et al., 2022) as a relevant framework for this research. According to (Teece et al., 1997), Dynamic Capabilities represent a firm's ability in *sensing* opportunities, *seizing* them, and *reconfiguring* resources to adjust to rapid environmental changes. For MSMEs, this capability becomes a crucial foundation for adapting quickly and appropriately in response to algorithmic shifts and sustainable TikTok trend dynamics.

The literature review above indicates that while numerous studies discuss the utilization of TikTok by MSMEs, there is a gap concerning the in-depth discussion of engagement instability as a strategic challenge. There is a scarcity of research in

Indonesia that qualitatively and deeply addresses this phenomenon, specifically studies exploring how traditional craft MSMEs interpret and respond to the creative dilemma of balancing brand authenticity with the imperative to build dynamic capabilities to cope with dynamic algorithms. Therefore, this research is focused on profoundly understanding: how the owner of *Tas Anyaman Bu Erte* interprets the phenomenon of content reach instability; what creative adaptation strategies they implement to face the uncertainty of the TikTok algorithm; and how they maintain the balance between brand authenticity and the need to follow trends to retain content relevance. To ensure the research is focused and well-directed, the scope is limited to the analysis of a single case study, *Tas Anyaman Bu Erte*, with a focus on the phenomenon of TikTok engagement instability and the content strategy adaptation process.

LITERATURE REVIEW

TikTok as a Marketing Platform

TikTok has transformed into a strategic digital marketing medium, particularly in Indonesia. According to (Kurniawan et al., 2025), the platform is capable of massively increasing digital business visibility through unique features such as hashtag challenges and collaborations with influencers. Agustina and Soebandhi (2025) further assert that as a marketing platform, TikTok facilitates content marketing and viral marketing, which have been proven to have a positive and significant influence on consumer purchase intention.

Engagement as a Key Metric

According to (Syahwanda et al., 2025), key engagement metrics, including likes, comments, and shares, function as Key Performance Indicators (KPIs) that measure content strategy success and serve as a benchmark for increasing brand awareness. (Febriyanti & Budiman, 2025) suggest that enhancing social media engagement is essential for companies to attract clients, noting that content which is both entertaining and educational proves more effective in boosting interaction. (Christyanti, 2019) emphasizes that the proper implementation of a content strategy directly impacts the creation of customer engagement, which goes beyond mere statistical figures and reflects the depth of interaction between the user and the brand.

Content Creativity

Content creativity is a determinant element in the success of marketing strategies aimed at influencing consumer decisions. According to (Setiawan et al., 2024), content creativity has a positive and significant influence on consumer purchase intention, where more creative content can effectively capture audience attention. In the context of digital competition, (Fani et al., 2024) state that a creative content strategy is crucial for building a strong brand image on social media.

RESEARCH METHOD

This research employs a qualitative approach with an explanatory case study design. The explanatory case study design was selected because the research aims to explain in depth how and why the condition of engagement instability occurs at the *Tas Anyaman Bu Erte* MSME (Yin, 2018). The informant selection technique used nonprobability sampling, specifically snowball sampling, where the initial sample develops based on recommendations from the key informant. Informant determination adhered to the 5R principle as outlined which includes: Relevance (direct connection to the research), Recommendation (trusted recommendation), Rapport (closeness for data excavation), Readiness (unforced willingness), and Reassurance (certainty of honest answers). The composition of research Informants consists of two key groups: 1

key Informant, who is the owner and manager of the *Tas Anyaman Bu Erte* TikTok account, and 5 Informants who are customers of the woven bags sourced from TikTok.

Table 1. Informant Data

Name	Category	Description
Mrs. Afifah Chusnul Chuluq	The owner of Tas Anyaman Bu Erte	Informant 1
Mrs. Asmaul	Customer from Banten Province	Informant 2
Mrs. Sri Harmiatiningsih	Customer from Malang Regency	Informant 3
Mrs. Suyati	Customer from Kediri Regency	Informant 4
Mrs. Ely Nurlaeli	Customer from Magetan Regency	Informant 5
Mrs. Nurasih Harahap	Customer from North Sumatera Province	Informant 6

Source: Primary Data, 2025

Primary data collection included semi-structured interviews to explore the subjective perspectives of the owner and the audience, as well as non-participant digital observation (netnography) conducted over a six-month period to objectively map the evolution of content and interaction patterns. The questions used for the interviews were as follows:

1. How does the current uncertainty in audience reach (viewer count) change the way you evaluate the success of a content?
2. What is the process of content adjustment undertaken to cope with the uncertain algorithm?
3. How do you prevent the authentic identity of 'Tas Anyaman Bu Erte' from being lost when you have to follow viral trends?

All collected data were analyzed using an interactive model with the explanation building technique developed by (Miles et al., 2014), which was applied to repetitively construct a causality (cause and effect) narrative. To ensure the credibility and validity of the findings, the study employed source triangulation. This process involved cross-confirming and comparing data from three distinct perspectives: the owner's strategic experience, the audience's perception as content recipients, and empirical evidence from digital observation.

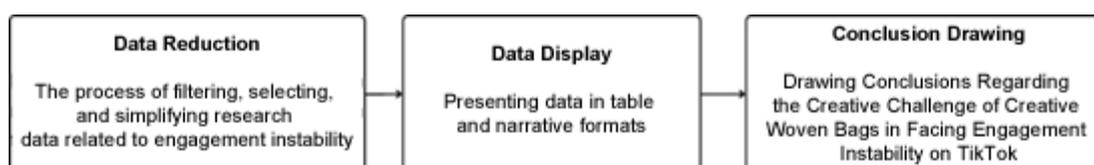


Figure 2. Qualitative Data Analysis
 Source: Primary Data, 2025

RESULTS

Interview Results

The results of the interviews, based on the structured questions, are presented in table format as follows:

Table 2. Interview Responses Regarding Content Audience Reach Uncertainty

Source: Primary Data, 2025

Question	Description	Response	Interpretation
1. How does the current uncertainty in audience reach (viewer count) change the way you evaluate the success of a content?	Informant 1	Jujur saya masih bingung, Mbak. Dulu saya sampai kaget karena video tiba-tiba bisa rame, banyak yang DM di TikTok, pesenan juga sempat bludak. Tapi rame-nya cuma sebentar. Besoknya saya upload lagi malah sepi, padahal kontennya sama, bahkan kadang lebih niat. Saking seringnya sepi, saya jadi males upload dan sekarang jadi jarang posting. Karena memang nggak bisa ditebak, sekarang saya nggak ngarep harus viral kayak dulu. Yang penting ada yang nyantol pesan lewat WA, itu saja saya sudah bersyukur	The informants expressed that the fluctuation in viewer count presents a new challenge in the form of risk to lose consumer attention and credibility. However, this phenomenon also validates that content success is no longer dependent solely on virality on the FYP, but rather on the consistency of the business effort and the trust of loyal customers in product quality.
	Informant 2	Saya mah tau tas anyaman Bu Erte teh gara-gara nyari tas anyaman di TikTok buat hajatan. Nu muncul paling atas waktu itu konten Bu Erte yang viral, jadi saya kepoin terus follow. Dulu lumayan sering masuk FYP, ayeuna mah rada sepi. Tapi menurut saya, sepi teh bukan berarti jelek, soalnya saya sendiri geus tau kualitas tasna bagus jeung sesuai gambar. Jadi kalau view turun, mungkin lagi teu aya rezekina wae.	
	Informant 3	Lek mboten muncul teng FYP ne kulo berarti emang lagi mboten rezeki. Tapi nggeh niku mbak, nek kontene jarang seliweran, kulo dadi gampang lali, kecuali emang nyari pas	

	<p>lagi butuh. Mulae konten sing rame utawa viral tetep penting, ben wong-wong koyo kulo tetep kelingan nek Tas Anyaman Bu Erte isih aktif dodolan.</p>
Informant 4	<p>Saiki memang jarang banget masuk FYP, Mbak. Sekalinya masuk FYP pun, yang like cuma puluhan dan komennya sedikit. Soalnya sekarang penjual tas anyaman di TikTok sudah banyak banget, jadi kalau sepi ya wajar.</p>
Informant 5	<p>Aku ora nganggep tasnya jelek sih, cuma kalau videonya sepi, rasa percayaku ikut turun. Soale biasanya yang rame itu lebih meyakinkan.</p>
Informant 6	<p>Menurut saya, sukses itu tidak harus viral. Kalau Bu Erte tetap konsisten upload meski views sedikit, saya justru salut. Artinya Bu Erte tetap dan tidak mudah menyerah. Kontennya tetap bernilai, karena saya tahu kualitas tas anyamannya.</p>

Table 3. Interview Responses Regarding Adaptation Strategy to the Algorithm
Source: Primary Data, 2025

Question	Description	Response	Interpretation
2. What is the process of content adjustment undertaken to cope with the uncertain algorithm?	Informant 1	Lha niku, saya juga masih bingung mbak soal algoritma-algoritma Tiktok niki. Tapi saya sering diomongi sama anak saya, "Bu, jajal gawe lagu sing viral iki, ben iso FYP maneh!" Ya, saya manut-manut aja mbak, soale kan anake jauh lebih ngerti kan mbak. Kalau saya mah penting upload,	The informants perceived that the change in content style undertaken by the account owner, shifting from process videos to ordinary photo uploads, was an effort to remain active amidst the

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|-------------|---|---|
| | lagu juga yang cuman saya tau, kata anak saya lagu yang saya pilih jadul. Saya juga sering nyoba ganti gaya; kadang video proses nganyam, seringnya foto saya kasih tulisan, sama live sedikit-sedikit. | algorithmic uncertainty. However, this measure conversely made the content appear less consistent and confusing. Consequently, engagement decreased because the audience actually preferred original content in the form of weaving process videos, which were deemed more engaging and informative than mere product photos. |
| Informant 2 | Saya perhatiin, Bu Erte ayeuna mah leuwih sering nge post foto produk wae, mungkin keur ngejar tayang nya? Jujur mah saya kurang sreg kalo cuma foto. Saya teh lebih suka waktu Bu Erte sering upload video proses nganyam kerasa usaha jeung detail-na. Kalo cuma foto ditempel musik, kadang saya mah langsung scroll wae, teu di like. | |
| Informant 3 | Kulo perhatiin Bu Erte sakniki sering gonta-ganti cara. Kadang video, kadang foto di-slide. Strategi sing mung foto-foto tok niku kulo kurang sreg. Nek mung foto, kulo scroll cepet, Mbak. Mboten kulo like, soale nggih bosen, podho karo liyane. Kulo niku seneng akun niki mergo beda. | |
| Informant 4 | Ik tak perhatekno Bu Erte kok kayake mulai bingung arep upload apa. Biasane sing muncul nang FYP cuma slide foto dikasih lagu lagu. Menurutku jadi kurang menarik, soale aku luwih seneng konten-konten sing dulu nuduhke proses pembuatane. | |
| Informant 5 | Saiki kontenne kok campur-campur, kadang video, kadang mung slide foto. Jujur, slide foto kuwi kurang ngefek kanggo | |

aku. Aku butuh video jelas biar paham ukuran lan detailé. Nek gayane gonta-ganti terus, aku malah dadi bingung karo standar kualitas tokone.

Informant 6 Kontennya sekarang memang berubah-ubah, tapi saya paham Bu Erte kerjakan semuanya sendiri. Buat saya itu sudah bagus supaya usahanya tetap jalan. Mungkin bu erte bisa lebih mengikuti tren dan cari referensi aja.

Table 4. Interview Responses Regarding the Challenge of Maintaining Brand Authenticity. **Source:** Primary Data, 2025

Question	Description	Response	Interpretation
3. How do you prevent the authentic identity of 'Tas Anyaman Bu Erte' from being lost when you have to follow viral trends?	Informant 1	Mbak kan juga tau saya ibu-ibu rumah tangga, saya bisanya yang simple-simple aja gitu lo mbak. Penting tetep menyorot kualitas tas anyaman saya. Tapi sekarang saya akali pake lagu tren, terus live Tiktok juga mbak. Saya juga upload video pas lagi nganyam dari awal, ben wong-wong niku percaya nek niki asli buatan tangan. Saya juga terus melakukan inovasi mbak, selalu ada model baru, saya tambahi pita sama handtag biar lebih bagus, ini bisa samean lihat mbak, walaupun tas tradisional tapi tetap bagus dan rapi.	The informants stated that to maintain authentic identity amidst the flow of virality, content should remain rooted in the authenticity of the production process (handmade) and product quality details as the main appeal. Meanwhile, trends such as viral songs or popular styles should only be utilized as supplementary elements to keep the content relevant without sacrificing its traditional artistic value.
	Informant 2	Saya mah leuwih suka kalo kontenna tetap otentik. Ngikutin tren mah teu nanaon, misal make lagu viral supaya bisa FYP, tapi videona tetep nunjukkeun tas anyamanna. Soalnya	

identitas aslina aya di 'handmade' na. Saya teh beli karena inibarang buatan tangan, unik, jeung tradisional.

Informant 3 Nek masalah tren, kulo niku tipe pembeli sing ndelok kualitas barang mbak. Dadi nek Bu Erte pengen melu tren ben viral, kulo sih monggo mawon. Pokok mboten nutupi kualitas anyamane mbak. Dadi intine Tren niku mung bungkus, isine kudu tetep kerajinan tangan.

Informant 4 aku follow Bu Erte iku karena konten-konten sederhana dan apa adanya dalam menampilkan pembuatan tas anyamannya. ren itu cuma pelengkap, tapi yang paling penting tetap seni menganyamnya.

Informant 5 tren iku tambahan. Kontene tetep kudu nuduhke tas dengan jelas anyamane, bentuke, dan detaile. Nek kebacut ngikut tren sing rame-rame, malah ora fokus nang produkne dan kesane jadi turun.

Informant 6 Kuncinya tetap jadi diri sendiri nggak perlu ikut gaya influencer muda. Kalau mau ikut tren, bawakan cara yang natural. Seperti proses pembuatan tas anyaman yang dibuat semenarik mungkin konten yang seperti itu yang bikin kontennya kerasa asli dan disukai penonton.

The interview results above illustrate the informants' subjective perception regarding the decline in content performance. To objectively validate this phenomenon,

the following data on account performance (engagement rate) obtained through digital analysis are presented.

TikTok Engagement Rate of Tas Anyaman Bu Erte

The following is the engagement rate data for *Tas Anyaman Bu Erte's* TikTok, obtained on November 4, 2025, from Web Tiktok *analystic* (countik.com)



Figure 3. Total *Followers, Likes, Videos* from the *Tas Anyaman Bu Erte* TikTok Account
 Source: Web Tiktok *analystic* 'countik.com' (2025)



Figure 4. Total *Overall Engagement, Like Rate, Comment, and Share* of *Tas Anyaman Bu Erte's* TikTok
 Source: Web Tiktok *analystic* 'countik.com' (2025)

The data presented in Figures 3 and 4 show the performance of the TikTok account @tasanyamanbuerte. A report by the ([Influencer Marketing Hub, 2024](#)) sets the ideal engagement rate for TikTok at 5.45% for accounts with 5,000-20,000 followers. With 7,510 followers, this account only recorded an average engagement rate of 0.77%. This figure is not only far below the benchmark for its follower category but also falls below the platform's overall average (4.17%). This wide disparity serves as a tangible confirmation of the engagement instability phenomenon being investigated.

Analysis of the Engagement Rates of the 3 Highest-Performing Uploads from the Last 10 Uploads

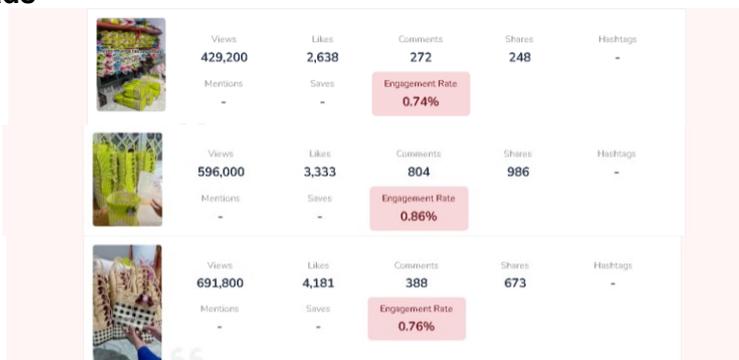


Figure 5. *Engagement Rates* of 3 Highest-Performing Uploads from the Last 10 Uploads
 Source: Web Tiktok *analystic* 'countik.com' (2025)

Figure 5 presents the three contents with the highest interaction performance on the TikTok account @tasanyamanbuerte. An analysis based on the AIDA theory (Attention, Interest, Desire, Action), conceived by E. St. Elmo Lewis in 1898, reveals the effective persuasive pattern within these three contents. These uploads successfully captured *Attention* through appealing visuals coupled with descriptions such as "mini souvenir bag" or "low budget woven bag." They built *Interest* by offering functional and relevant solutions for events or souvenirs. They triggered *Desire* by emphasizing benefits and

affordable pricing. Finally, they prompted *Action*, which materialized in high levels of interaction, such as likes, comments, and shares. Thus, the appeal of this solution-oriented content serves as the main driver for the high engagement on the *Tas Anyaman Bu Erte* TikTok account.

DISCUSSION

In this study, data obtained from the informants and digital observation (netnography) indicate that the dynamic of TikTok's algorithmic uncertainty has triggered a shift in content strategy on the *Tas Anyaman Bu Erte* account. This change not only caused engagement fluctuations but also unveiled a profound paradox of creative challenge. The main challenge faced is not merely a technical production issue, but a dilemma between algorithmic compliance and brand integrity. The owner's reactive response to viewership fluctuations became trapped in content simplification; in pursuit of frequency and viral song trends, the meaningful process video format was cut down to mere static photo slide shows. This step, perceived as adaptation, ironically became a strategic mistake by reducing the product's "soul" or core value, thereby lowering interaction and confusing the audience.

This finding regarding the negative impact of content simplification aligns with research by (Adawiyah & Boer, 2023) on the *Beda Sepatunya* Instagram account, which found that inconsistency and suboptimal utilization of social media features can lead to low customer engagement. The study by (Setiawan et al., 2024) further showed that the creativity of short video content significantly influences purchase intention; monotonous content that loses visual appeal tends to fail in maintaining attention on dynamic platforms like TikTok. This is reinforced by (Mukmin & Bhirawa, 2021) and Wibowo et al. (2021), who assert that engagement is highly dependent on the quality and creativity of visual material, not just the forced quantity of uploads.

This research also reveals that for artisan products, the audience has a strong preference for authenticity. They value content showcasing the production process (handmade) more highly than content that merely adheres to viral song trends but lacks substance. This is relevant to the Marketing 4.0 concept (Sudirjo, 2020), which emphasizes human-centric marketing for building trust. When *Bu Erte* showcases diligence in weaving, she is building "social proof," which is the core of customer engagement, as stated by (Utomo & Budiastuti, 2019) that the proper management of promotional content is crucial for maintaining customer loyalty.

To address this phenomenon, the Dynamic Capabilities theory (Teece et al., 1997) serves as a relevant analytical lens. The observed instability reflects hurdles in the sensing and seizing stages, where the owner successfully detected the threat of declining views but failed to accurately capture the market opportunity for educational content. *Bu Erte's* failure to sustain prior engagement occurred because the reconfiguring process (resource reconfiguration) undertaken was destructive to the product's handmade identity. The solution proposed by the audience namely, treating trends only as a "wrapper" while keeping the weaving process as the content core represents the ideal form of constructive adaptation. Therefore, the balance between the ability to read algorithmic trends and the sensitivity to customers' emotional need for authenticity is the key to successful digital adaptation for craft MSMEs.

This finding also illustrates an interesting contrast with common assumptions. While Isnaini's research (2024) emphasizes the importance of viral challenges and influencer collaborations for modern fashion brands, the case of *Tas Anyaman Bu Erte* suggests the opposite. The audience felt less affinity when the content overly adopted the style of young influencers and abandoned the characteristic simple and honest process videos. This difference asserts that product type determines the creative approach;

artisan products require proof of craftsmanship to build value-based trust, differing from mass-market fashion products which rely more on lifestyle image.

Furthermore, the phenomenon of declining viewership also led to a significant redefinition of success. A shift in focus occurred from merely pursuing virality (vanity metrics) to actual sales and loyalty (conversion metrics). Loyal customers expressed that a drop in views does not necessarily diminish the perception of product quality, as long as the content remains authentic. This confirms the findings of Yuliana (2022) and (Andriana et al., 2024), which state that the effectiveness of social media in boosting sales is driven more by relevant and educational marketing communication, rather than by mere pseudo-popularity.

This research asserts that the fluctuations of the TikTok algorithm, despite posing a serious challenge, can be overcome with a solution-oriented content approach (AIDA) and process education. By maintaining the "handmade" identity and treating trends as supplementary, the business owner can build stronger trust. Consistent with (Salam & Imlida, 2024), technology adoption must be accompanied by a well-developed content strategy. Therefore, the strategic solution for *Tas Anyaman Bu Erte* is to return to its core strength: educational content that showcases craftsmanship. As concluded by Pradana and Sukaesih (2019), this type of content is key to content marketing for organically and sustainably increasing brand engagement.

Thus, while there is a commonality in findings regarding the urgency of digital adaptation, this research provides new insights into the resilience strategy of craft MSMEs. The key lies not in the race to pursue views through content simplification, but in the consistency of presenting "proof of quality" valued by customers which is a strategy proven to be more robust than merely chasing momentary virality.

CONCLUSION

In conclusion, this research highlights the complex dynamics between TikTok's algorithmic fluctuations and the creative strategy responses of traditional craft MSMEs. The data demonstrate that engagement uncertainty has triggered a reactive response from the business owner, leading to a drastic change in content format from process-making videos to simplified, static visual content. This phenomenon is critical because the strategic shift, rather than restoring performance, caused the unique value of the product to be lost and confused the audience, resulting in a decline in interaction.

The findings indicate that the audience has a strong preference for authenticity and transparency in the production process (craftsmanship). The majority of customers evaluated videos showcasing detailed weaving processes as significantly more effective in building trust and purchase intention compared to content merely following viral song trends. This customer attitude confirms that in the traditional craft industry, "proof of quality" through educational content is more valued than the pursuit of temporary popularity.

However, this study also identifies a major creative challenge that requires attention: the paradox between algorithmic compliance and brand integrity. Despite the high adaptive effort from the business owner to follow trending features and audio, these strategies often compromise the "handmade" identity, which is the brand's core strength. This suggests the necessity for enhancing the capability in reconfiguring resources, where adaptation to trends must not reduce the product's primary substance. The strong consensus from the audience regarding the importance of maintaining the unique characteristic of process videos emphasizes the need for a hybrid content strategy that balances trends and education.

Analysis through the lens of Dynamic Capabilities confirms that successful digital adaptation relies not only on the ability to sense changes but also on the precision in seizing opportunities without losing focus. The failure of the content simplification strategy proves that the ability to reconfigure creative strategies must be grounded in a deep understanding of customers' emotional value, rather than merely being a technical response to the algorithmic engine.

Overall, although *Tas Anyaman Bu Erte* faces constraints due to engagement instability, the key to business sustainability lies in shifting the focus from virality (vanity metrics) toward loyalty and conversion. The effort to reintroduce educational content, wrapped proportionally with trending elements, will be the determinant factor in recovering account performance and winning in the dynamic digital market competition.

LIMITATION

This research, while providing deep insights into the creative strategies of *Tas Anyaman Bu Erte* on Tiktok, has several limitations. Primarily, the findings are constrained by the use of a single case study, making the generalizability of strategic responses and audience preferences difficult across the broader traditional craft sector. Furthermore, the analysis is platform specific, focusing solely on the dynamics of the Tiktok algorithm, which means the conclusions may not be directly applicable to content strategies on other social media platforms like Instagram or Youtube. Lastly, the study's conclusions rely on observed effects and business owner responses; it lacks direct access to the internal technical parameters of the Tiktok algorithm itself, nor does it specify the full duration of the observation period, potentially limiting a longitudinal understanding of the strategic shifts.

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DECLARATION CONFLICTING INTEREST

The authors declared no potential conflict of interest

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