

Analysis of TikTok Content Strategy in Increasing Audience Engagement on Asset Management PT Sinergi Mitra Investama

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ABSTRACT

This study aims to analyze TikTok content strategies to increase audience engagement in TikTok Asset Management Division PT Sinergi Mitra Investama. The basis of this research is the shift in marketing strategy from conventional to digital marketing, as well as the suboptimal use of TikTok as a promotional platform. This research uses a descriptive qualitative approach with a case study method. Data collection was conducted through in-depth interviews, observation, and documentation, involving four informants: digital marketing staff, asset management division staff, and social media admins. The results show that TikTok content strategies have been implemented through asset promotion, narratives, and trends, but their implementation is less effective due to limited human resources, unstructured content planning, and less than optimal use of data analytics. Content with storytelling and trend elements has proven more successful in increasing audience engagement than formal promotions. Conclusion: TikTok content strategies have great potential to increase interaction and asset rentals if supported by consistent planning, visual quality, and data-driven evaluation.

Keywords: *Tiktok content strategy, Audience engagement, Digital Marketing, Asset Management*

INTRODUCTION

The development of digital marketing has driven a major shift in corporate communication strategies, shifting from conventional media to more interactive, data-driven digital platforms. A key component of digital marketing is content strategy, which involves planning and delivering relevant, engaging messages that foster audience engagement. An effective content strategy not only increases brand awareness but also encourages active engagement through likes, comments, shares, and content viewing duration (Librianty et al., 2025).



Figure 1. Data on the 8 Countries with the Most TikTok Users as of July 2024

Social media has become a primary digital marketing channel in Indonesia, with TikTok being the fastest-growing platform. According to a report by We Are Social and Meltwater, Indonesia ranks first as the country with the most TikTok users in the world, with 157.56 million users (Rizaty, 2024). TikTok usage intensity in Indonesia is also high, with average access time reaching nearly 45 hours per month (Wafa, 2025). TikTok's reliance on short videos, engaging visuals, and the For You Page (FYP) algorithm makes it a potential digital communication and promotional tool.

In digital marketing, audience engagement is a crucial indicator for evaluating the effectiveness of a content strategy. Engagement indicates the level of audience participation in published content, both cognitively and emotionally. Authentic, creative, and relevant content has been shown to significantly increase engagement (DeMasters et al., 2021). Other research shows that content quality, narrative, and posting consistency positively influence engagement levels on TikTok (Rosita & Darlin, 2024).

This phenomenon is related to the situation at Asset Management PT Sinergi Mitra Investama (SMI), a company focused on investment and asset management, particularly space and venue rentals. Before using digital media, the company's promotions were dominated by traditional marketing, such as brochure distribution and exhibition participation. With changing consumer behavior, the company has begun utilizing social media, including TikTok through the account @am_smi_official, to showcase the facilities and activities of its managed assets.

However, based on initial observations, TikTok's use by PT SMI's Asset Management has not been fully maximized. Uploaded content remains inconsistent, tends to be informative, and is not supported by structured, analytics-based content planning. Although some content has made it to the FYP (Facebook Page) and shown

increased engagement, the content creation process is often spontaneous. This indicates a gap between TikTok's potential as a digital marketing tool and actual content management practices.

This study aims to analyze the TikTok content strategy implemented by PT Sinergi Mitra Investama's Asset Management to increase audience engagement. Specifically, this study answers the questions of how the TikTok content strategy is implemented, the factors that influence audience engagement levels, and the effectiveness of digital marketing strategies through TikTok in increasing engagement and brand awareness. The research findings are expected to contribute to academic research on digital marketing and provide practical guidance for companies in optimizing their social media content strategies.

METHODS

This research employs a qualitative, descriptive approach. The objective of the study was to deeply understand the TikTok content strategy implemented by PT Sinergi Mitra Investama's Asset Management and its role in increasing audience participation. This approach allows researchers to explore the meaning, process, and dynamics of social media content management within a specific context.

The research subjects were determined using purposive sampling, which involves selecting informants based on their relevance to the study's focus. The subjects consisted of four informants actively involved in managing PT Sinergi Mitra Investama's Asset Management TikTok account: one Digital Marketing staff member (responsible for content creation), two members from the Asset Management Division, and one Social Media Admin. These four informants were selected because of their insight and direct experience in planning, producing, and evaluating TikTok content. The research was conducted at PT Sinergi Mitra Investama, specifically the Asset Management Division, located in the Semen Indonesia Official Housing Complex, Gresik. The focus was on the management of the Asset Management TikTok account, @am_smi_official. The research was conducted from June to September 2025, depending on the availability of informants and the data collection process in the field.

The primary instrument was the researcher herself (human instrument), who was responsible for designing questions, conducting interviews, observing, and interpreting data. To support data collection, a semi-structured interview guide, observation sheets, and documentation such as TikTok content archives, screenshots of account insights, and asset rental data before and after content appeared on the For You Page (FYP) were used. The research procedure began with a preparation phase, including determining the research focus, selecting informants, and developing an interview and observation guide. Data collection then proceeded through in-depth interviews with informants, direct observation of TikTok content management activities, and the collection of related documentation. Once the data was collected, the researcher proceeded to a step-by-step data analysis.

The data analysis technique used an interactive model that encompassed data reduction, data presentation, and drawing conclusions. Data reduction was carried out by filtering and focusing data that aligns with the research objectives. The reduced data was then presented in descriptive narrative form to facilitate understanding of the relationships between concepts. The final stage was drawing conclusions, which was carried out repeatedly and verified with field data. To ensure data validity, this study employed source and technical triangulation techniques. Source triangulation was conducted by comparing information from various informants, while technical triangulation was conducted by comparing the results of interviews, observations, and documentation. This approach ensures the data obtained has a high level of credibility and reliability.

RESULT AND DISCUSSION

The results of this study indicate that the implementation of digital marketing strategies through the TikTok platform in the Asset Management Division of PT Sinergi Mitra Investama (SMI) was carried out using a descriptive qualitative approach. The use of this method allowed researchers to explore in-depth the dynamics of content management on the @am_smi_official account. Data were obtained from four key informants selected using purposive sampling, including Digital Marketing creative staff, representatives of the Asset Management Division, and Social Media Admins. Using human instruments supported by source and technical triangulation techniques, researchers validated the findings by comparing the results of in-depth interviews, direct field observations, and documentation in the form of account insights and asset rental data. The analysis was conducted interactively through the stages of data reduction, narrative presentation, and drawing conclusions to ensure the credibility of the findings related to content strategies during the period from June to September 2025.

No.	Content Posting Date	Views	Likes	Comment	Share
<i>Before For Your Page (FYP)</i>					
1.	02/06/2025	1015	7	1	2
2.	08/07/2025	2966	14	0	7
3.	18/07/2025	1587	8	1	2
4.	29/07/2025	2185	9	0	1
5.	04/08/2025	2808	21	1	9
<i>After For Your Page (FYP)</i>					
1.	10/09/2025	1.955	0	7	2
2.	12/09/2025	8.970	70	7	54
3.	15/09/2025	124.454	2.584	298	1.279
4.	16/09/2025	6.580	84	3	23
5.	19/09/2025	20.840	603	26	159

Based on this analysis, it was found that the effectiveness of PT SMI's TikTok content strategy was not yet optimal due to a simplistic and situational planning process. Although the company had established content pillars such as video facilities and trends, their implementation in the field was often disorganized due to the lack of a structured content calendar. Operational constraints were a major obstacle, and the busy work schedules of divisions and limited human resources often led to spontaneous content production. As a result, the brainstorming process was not based on analysis of previous performance data, but rather solely on meeting the urgent need to promote empty assets. This resulted in inconsistent visual quality of the content, with technical issues such as minimal lighting and a lack of variety in shooting angles, ultimately impacting its aesthetic appeal in the eyes of audiences.

Furthermore, audience perception confirmed a gap between the information conveyed and visual expectations on the TikTok platform. Audiences perceived that, although the content was informative, the presentation tended to be monotonous and less competitive compared to similar competitors in the Gresik area. Audiences showed a higher preference for content that showcased room transformations (before-after), event atmospheres, and storytelling compared to static videos. These findings are reinforced by insight data showing that videos with a narrative approach have higher watch times and a greater chance of appearing on the For You Page (FYP). However, this potential has not been fully utilized due to inconsistent inter-divisional coordination and inconsistent use of digital information elements such as promotional text and pricing.

Number of Asset Management Tenants Before FYP			Number of Asset Management Tenants After FYP		
Roemah A6	Perumahan Dinas	Wisma A. Yani	Roemah A6	Perumahan Dinas	Wisma A. Yani
0	4	9	2	7	11

The significance of TikTok's role as a marketing medium is clearly evident through the positive correlation between content appearing on the For You Page (FYP) and increased activity by potential tenants. Based on documentation data and the Company's insight notes, there is a sharp difference in the number of inquiries and rental conversions before and after certain content goes viral. For example, on the Wisma Ahmad Yani asset, researchers found that after the video achieved widespread reach on TikTok, this increased visibility directly impacted the asset's occupancy rate, with the number of tenants recorded increasing from 9 per month to 11 tenants in the period after the content went viral. This proves that although the production process still faces various technical challenges, TikTok's broad algorithmic reach is able to trigger market interest instantly and shorten the waiting period (idle time) for assets being marketed. This data confirms that the effectiveness of PT SMI's digital marketing is highly dependent on FYP momentum, where a single viral video can have a greater conversion impact than other conventional promotional methods.

CONCLUSION

Based on the research findings and discussions presented previously, several conclusions can be drawn regarding the TikTok content approach to increasing audience participation at PT Sinergi Mitra Investama Asset Management. This study shows that the company has used TikTok as a digital marketing tool to showcase the facilities and activities of its managed assets and to foster communication with its audience online. This use of TikTok reflects the company's efforts to adapt to changing consumer behavior patterns and digital marketing dynamics.

The TikTok content approach adopted by PT Sinergi Mitra Investama Asset Management includes creating visual and informative materials and following specific platform trends. Content containing narrative stories, authentic activities, and engaging asset displays has been shown to generate higher levels of audience participation than formal, one-way promotional materials. This indicates that the company has begun implementing the basic principles of a digital content strategy tailored to the characteristics of TikTok users. However, the research findings also reveal that TikTok content management is not yet fully optimized. The company still faces obstacles such as a lack of consistency in content planning, limited visual documentation, and suboptimal use of analytical data. This obstacle has resulted in unstable engagement performance, although some content has successfully appeared on the For You Page (FYP) and significantly expanded audience reach.

The findings of this study indicate a gap between conceptual content strategy planning and its implementation in the field. Theoretically, TikTok has the potential to be an effective marketing medium for PT Sinergi Mitra Investama Asset Management, but in practice, the content approach remains spontaneous and not fully based on data. This situation confirms that increasing audience participation depends not only on a company's social media presence but also on the consistency, quality of content, and the effectiveness of overall digital strategy management. Based on these conclusions, the following recommendations are provided to the company for consideration in improving PT Sinergi Mitra Investama Asset Management's TikTok content approach. The company is advised to strengthen content planning by developing an organized editorial schedule to ensure more consistent content production and publication processes. More systematic planning is expected to improve content quality and maintain ongoing engagement with the audience.

The company is also advised to maximize the use of TikTok analytics data as a foundation for content strategy evaluation and decision-making. Analysis of indicators such as watch time, engagement rates, and the performance of content appearing on the FYP should be actively utilized to determine the most effective types of content in increasing audience engagement. With a data-driven approach, companies can reduce reliance on intuition alone in content creation. Furthermore, companies need to improve the quality standards of content production, particularly in terms of visuals, lighting, and asset information delivery. Clearer and more consistent information presentation is expected to strengthen the audience's perception of the company's professionalism and increase the appeal of the content.

Finally, companies are advised to strengthen coordination between divisions involved in content management so that digital marketing strategies can be implemented in a more integrated, effective, and sustainable manner.

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