

Strategy for Utilizing TikTok Social Media as a Digital Marketing to Increase Sales at the Infarm Surabaya Brand

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ABSTRACT

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Digital Marketing, TikTok, SWOT Analysis

This research has the aim of analyzing the Digital Marketing Strategy at Brand Infarm Surabaya using the TikTok platform, which is a business in the plantation sector, namely selling gardening needs. The research method used descriptive qualitative using SWOT analysis techniques with data collection techniques from in-depth interviews, observation, and documentation containing related digital marketing strategies, with the aim of identifying strengths, weaknesses, opportunities, and threats with the SWOT analysis method at the Infarm Surabaya brand. The informants in this study are the owner, employees, and consumers of the Infarm brand. The results of research using IFAS show that the Infarm brand has a strength score of 2.94 and a weakness score of 0.38. Meanwhile, the EFAS results show an opportunity score of 2.71 and a threat score of 0.46. Judging from the SWOT diagram, the Infarm brand is in quadrant I with a value of (X;Y) (2.56:2.25), which shows that the Infarm brand uses the SO (Strength+Opportunity) strategy, which uses strengths to create an opportunity. The strategy that can be used is an aggressive strategy. The results showed that using an aggressive strategy was very influential in increasing sales by Brand Infarm Surabaya.

INTRODUCTION

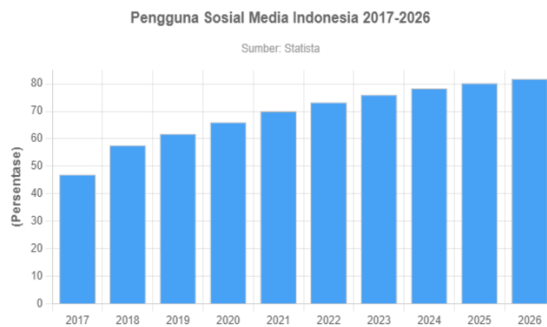
In today's digital era, technological development has advanced by bringing up many new technologies every year. This can occur due to the development of human civilization, where technology will continue to advance to meet the needs of the times and patterns of human life in daily activities (Marta, 2021: 7). business development in the current era of globalization is increasingly rapid, which can be seen by the increasingly fierce business competition between companies with each other. This intense competition forces companies to make new

breakthroughs in order to maintain their products in market share (Sasmita 2022: 1).

The business world, technology, especially social media, is often used by users as a medium for sales, marketing, and services provided by sellers. This social media platform provides facilities to connect between fellow users even though they are different countries or times. Digital promotion strategy is one of the marketing strategies whose promotional activities are carried out using digital technology and these promotional activities are carried out all online and consumers who want to obtain information related to the product to be purchased can be seen through these

promotions (Amir, et al. 2021: 225).The following is graphical data on active social media users in Indonesia in 2017-2026:

Figure 1. Social Media Users in Indonesia



Source: <https://data.goodstats.id/statistic/>, 2025

Based on the data in the diagram above, it shows that Indonesia is experiencing rapid growth for active social media users. Launching from the data graph above, in 2024, there are total social media users in Indonesia reaching 191 million users which is 73.7% of the total population in Indonesia, for active social media users, reaching 167 million users which is 64.3% of the total population in Indonesia.

The TikTok application is a social networking application that contains short music videos, with unique results and is favoured by many people, the TikTok application is in great demand, users can see each other's faces when users create a short video (Diana, 2023: 2545). The benefits that will be obtained from using TikTok social media according to Adelia, et al. (2024: 3), in terms of the features obtained will be different from other social media. TikTok social media offers its users to broadcast live, a yellow basket feature (showcase), and a shop called TikTok shop.

The Infarm brand uses TikTok as a digital promotional medium to grow its business. Infarm digitally promotes its products by uploading videos of gardening in a small area according to the needs of its consumers so that they can garden at home. There are three social media content strategies on TikTok that Infarm has developed, the first is "Soft Selling" content, the second is "Hard Selling" content, and the third is "Education" content.

Not focusing on digital marketing and promotion strategies carried out in running their business, Infarm business owners must continue to plan new strategies in their business activities. One of the strategic methods used in the Infarm brand business is by using SWOT analysis. This strategy is very important for entrepreneurs, in order to be able to identify strengths,

weaknesses, opportunities, and threats to be able to form an effective strategy in managing the business.

Based on the results of previous studies, researchers used SWOT analysis to measure the effectiveness of strategies developed by business owners. And the results showed that SWOT analysis was very effective in increasing sales turnover for business owners, (Erika, & Nirawati, 2024).

Explanation that has been described above, this study aims to determine how the strategy of utilizing tiktok social media as a digital marketing medium in increasing sales by the infarm Surabaya brand.

LITERATURE REVIEW

Marketing

Marketing according to (Aris, 2022: 144), is the origin of the word market or can also be interpreted in the traditional context, namely "a place to sell and buy". Marketing is a process from thinking, planning, implementing, setting prices, promotional activities, to the distribution of goods or services by sellers to consumers who create exchange value between individuals or organizations.

Digital Marketing

Digital marketing according to (Iqbaal, 2024: 4007) is an activity of promoting a product or brand through electronic media. Digital marketing is also often referred to as online marketing, or internet marketing. Digital advertising promotions are usually carried out using mobile devices connected to the internet such as cellphones or tablets, in the form of websites, streaming videos, and social media itself.

Social Media

Social Media is defined by (Hanan, 2024: 125), which is a medium that is created and functioned to facilitate its users in social interaction even though it's in a virtual and interactive medium between fellow users. Main element social media is social media itself by involving online channels which are the main key in a development from era to era according to trends.

Sales

According to Vania (2024: 4453), sales are a function contained in marketing activities, the goal is for the company to be able to make a profit so that activities within the company can run. Sales itself is the main activity in generating company revenue, if the company does not manage it properly, it causes a mismatch of company goals and causes the company's revenue to decrease.

METHOD

This research was conducted at the Infarm Surabaya brand, which is a business in the plantation sector, namely selling gardening needs whose office is in Surabaya. Informants in this study are owners, employees, and consumers of the Infarm brand.

The type of research is a qualitative data collection method which is described descriptively. Qualitative research was chosen by researchers because it focuses on researching from natural objects and researchers who are the key instruments. The results of this qualitative research are to understand meaning, uniqueness, construct phenomena, and aim to find hypotheses.

The data analysis technique used in this research is to use the SWOT analysis method, by collecting data through in-depth interviews, observation, and documentation containing related digital marketing strategies, with the aim of identifying strengths, weaknesses, opportunities, and threats with the SWOT analysis method at the Infarm Surabaya brand.

RESULT

SWOT Analysis

The following are the results of the SWOT analysis obtained from informants from the Infarm Surabaya brand:

1. Strengths

- Pioneer brand of liquid organic fertilizer (POC) in pump bottles. Sold through social media and e-commerce platforms.
- Many consumers know the Infarm brand through digital promotional activities on TikTok social media.
- The video and image content presented by Infarm is unique and new.
- The service provided is maximized in terms of replying to customer messages who want to ask questions or submit complaints.
- The products sold by Infarm meet all the gardening needs of consumers.

2. Weakness

- The average product sold is made from chemicals which must be stored extra and according to written procedures.
- Some of the video content uploaded on the TikTok social media platform does not get enough interest from viewers.

3. Opportunities

- Maximize the use of digital ads on every video uploaded on TikTok to gain brand awareness.
- Collaborate with influencers or endorsements and affiliate programs to expand brand reach.
- Infarm follows developing trends and is consistent with the content provided to increase traffic and sales.
- Conducting promo strategies for products sold by Infarm, such as bundling packages and twin date promos.

4. Threat

- There are many competitors with similar businesses and the same promotion system carried out by Infarm, and tend to be priced below Infarm.
- Unsatisfactory ratings and comments on TikTok social media or at TikTok Shop are displayed in real time, so that other consumers think twice if they see it.

Internal and External Factor Analysis

Internal Factor

Table 1. IFAS Rating Results

Strengths											
No Code	1	2	3	4	5	6	7	8	9	10	Average
S1	4	4	4	4	3	4	3	4	4	4	3,8
S2	4	3	4	4	3	3	4	4	4	3	3,6
S3	4	4	4	3	3	3	3	3	4	3	3,4
S4	3	3	4	3	3	3	4	4	3	4	3,4
S5	4	4	3	4	4	4	3	3	4	4	3,7
Weakness											
No Code	1	2	3	4	5	6	7	8	9	10	Average
W1	2	3	2	2	2	1	2	3	2	2	2,1
W2	2	2	3	3	3	2	1	2	3	2	2,3

Table 2. IFAS Results

No	Threats	Weight	Rating	Score
1	Many Competitors With Similar Businesses And The Same Promotional System	0,11	2	0,22
2	Less Than Satisfactory Ratings And Comments On Tiktok	0,12	2	0,24
Total Threat Factors		0,23	-	0,46
Total External Factors		1	-	3,17

No	Weakness	Weight	Rating	Score
1	Chemical products that must be stored with extra care	0,09	2	0,18
2	Some video content on TikTok is less interesting views	0,10	2	0,20
Total Weakness Factors		0,19	-	0,38
Total Internal Factors		1	-	3,32

From the analysis results, the IFAS (Internal Factor Analysis Summary) results, which show the strength factor has a total score value of 2.94, while the weakness factor has a total score value of 0.38. So that the results of the total score value show, the strength score is +2.56 higher than the total score value of weakness.

External Factor

Table 3. EFAS Rating Results

Opportunities											
No. Code	1	2	3	4	5	6	7	8	9	10	Average
O1	4	4	4	4	3	4	3	3	3	4	3,6
O2	3	3	4	3	4	4	2	3	3	4	3,3
O3	4	4	4	4	3	3	2	4	3	3	3,4
O4	4	4	3	4	4	4	4	3	3	4	3,7
Threats											
No. Code	1	2	3	4	5	6	7	8	9	10	Average
T1	1	2	2	2	3	2	3	1	2	3	2,1
T2	2	2	2	3	2	2	2	3	3	2	2,3

Table 4. EFAS Results

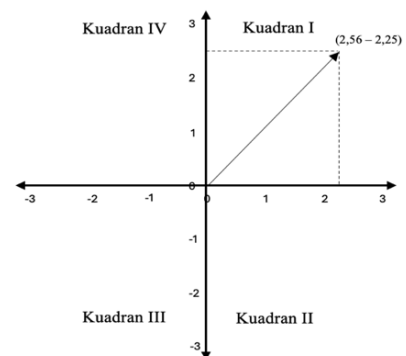
No	Opportunities	Weight	Rating	Score
1	Use of digital ads on every video upload on TikTok	0,20	4	0,80
2	Endorse with influencers and affiliate programs	0,18	3	0,54
3	Following the growing trend and consistent content	0,19	3	0,57
4	Conducting promo strategies for the products sold	0,20	4	0,80
Total Chance Factors		0,77	-	2,71

No	Strength	Weight	Rating	Score
1	Pioneer brand of liquid organic fertilizer (POC) in pump bottles	0,18	4	0,72
2	Many consumers are aware from TikTok social media	0,16	4	0,64
3	The video and image content presented by Infarm is unique and new	0,15	3	0,45
4	The service provided is maximized to consumers	0,15	3	0,45
5	The products sold meet consumer needs	0,17	4	0,68
Total Power Factors		0,81	-	2,94

From the analysis results, the EFAS (External Factor Analysis Summary) results show that the opportunity factor has a total score value of 2.71, while the threat factor has a total score value of 0.46. So that from the results of the total score value, it shows that the opportunity score is +2.25 higher than the total score value of the threat.

SWOT Diagram

Figure 2. Infarm Brand SWOT Diagram



From the SWOT analysis diagram above, it shows that the Infarm brand is in a position in Quadrant I with a value of (X; Y) (2.56; 2.25), which can be concluded that the Infarm brand is in an aggressive strategy. The Quadrant I position shows that the Infarm brand has strengths that are utilized to create existing opportunities. Based on the Aggressive Strategy obtained, Brand Infarm must maximize and support aggressive growth policies by using the SO (Strength+Opportunity) strategy.

Internal and External Matrix

Table 5. Matriks Internal Eksternal
IFAS SCORE

EFAS SCORE	Medium 2,0 – 2,99	IV	V	VI
	Low 1,0 - 1,99	VII	VIII	IX

Brand Infarm is in quadrant I in the internal-external matrix with a value of (X;Y) (3.32;3.17), which indicates that the company is currently in a growth and build position. This means that the company is experiencing a growth process, both in terms of sales, assets, and profits, in a promising industry and has solid business strength. This can be achieved through maximizing promotion on social media platforms, developing product innovation, providing quality, and expanding the market.

SWOT Strategy Alternative Matrix

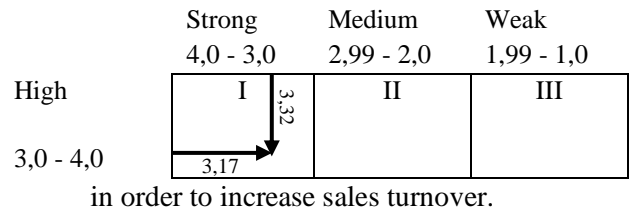
Table 6. SWOT Matrix Strategy Formulation

IFAS \ EFAS	STRENGTHS (S)	WEAKNESS (W)
OPPORTUNITIES (O)	Strategy SO $2,94 + 2,71 = 5,65$	Strategy WO $0,38 + 2,71 = 3,09$
THREATS (T)	Strategy ST $2,94 + 0,46 = 3,4$	Strategy WT $0,38 + 0,46 = 0,84$

After calculating the total score of internal and external factors in table 4.10 that, the biggest score lies in the SO (Strenght + Opportunities) strategy, namely with a value of 5.65. The next step is to compile a SWOT matrix to analyze alternative SO, WO, ST, and WT strategies, with the following analysis results:

1. (Strenghts+Opportunities) SO Strategy
 - a. Maintain product quality and continue to innovate new products.
 - b. Increase brand promotion by collaborating (endorse) with influencers.
 - c. Maximize the use of digital ADS to increase brand awareness.
 - d. Following the trends that are booming on social media.

- e. Build good relationships with consumers in order to form consumer loyalty.
- f. Expanding market share to all over Indonesia



2. (Weakness+ Opportunities) WO Strategy
 - a. Maximizing all the features available on TikTok social media to maximize promotions.
 - b. Conducting analysis of consumer tastes that are currently popular.
 - c. Preparing a larger budget with the aim of maximizing the content provided to consumers.
 - d. The following is training related to digital promotional materials in order to maximize the promotions carried out.
3. (Strenghts+Threats) ST Strategy
 - a. Creating new content so that the audience does not get bored.
 - b. Actively providing promotions on products sold to attract consumer interest.
 - c. Providing maximum service to consumers.
 - d. Maintaining prices and ingredients in products to create consumer loyalty.
4. (Weakness+ Threats) WT Strategy
 - a. Maximizing human resources in the company so that performance can be carried out effectively.
 - b. Fixing products that do not comply with SOP and consumer criticism.
 - c. Always evaluating marketing activities so that in the future they continue to provide the best.

DISCUSSION

Based on the results of research conducted by researchers obtained from SWOT analysis, it can be said that SWOT analysis is very important to implement to maximize strength factors and take advantage of existing opportunities, as well as minimize the weaknesses of the business and suppress threats faced by business owners. SWOT analysis of the Infarm brand is located in the first quadrant, using

an aggressive strategy, namely an approach that encourages companies to continue to take advantage of existing strengths and opportunities.

From the results of the SWOT matrix analysis of the Infarm brand, it shows that the Infarm brand can maximize its strategy by using the SO (Strength + Opportunities) strategy by applying the strengths and opportunities possessed by the Infarm brand as follows:

1. Maintain the quality of products that have been formed by Infarm without changing anything from the ingredients to the product packaging and continue to innovate new products, so that consumers can continue to use Infarm products and receive their benefits.
2. Increase brand promotion by establishing cooperation (endorsement) with influencers. This must be done so that the Infarm brand continues to gain brand awareness from influencers who collaborate and open up new consumers through this collaboration.
3. Maximize the use of digital ADS or advertising to increase brand awareness. By maximizing the use of digital advertising on TikTok social media, the Infarm brand can be known by the wider community which can open up new markets from this advertising.
4. Follow the trends that are booming on social media. Following trends that are viral on social media can prevent the audience from getting bored or bored with the content that is uploaded which can be prevented by following the trend.
5. Build good relationships with consumers to build consumer loyalty. Building good relationships with consumers, namely by replying to messages, comments, and also complaints felt by consumers, this is done to open consumer loyalty to the Infarm brand and can add new consumers.
6. Expanding market share to all over Indonesia to increase sales turnover. With the increasing number of markets throughout Indonesia, the Infarm brand can maximize the distribution of its products so that they can be enjoyed by consumers from all over the region.

From the results of the SWOT matrix analysis, the Infarm brand uses the SO (Strength + Opportunities) strategy. Brand Infarm can combine these SO strategies to be developed on the TikTok social media

platform as a digital marketing and promotion medium, using the 4C concept in implementing social media marketing on TikTok social media. The concept developed by Chris Heuer in (Andra, et al. 2024: 208), the 4C concept includes:

1. Context

Context is how marketing activities through social media can form messages to the audience. The form of the message delivered is not only in the form of text, but the content and meaning conveyed in the video content shared with the audience, and in the video content must be relevant to the audience in order to create interaction.

In this case, the Infarm brand must be able to shape messages to audiences on TikTok social media by using captions and content in video content, both of which must be in harmony so that audiences can capture the content and captions. In the caption, Infarm always writes captions with invitation sentences such as “Your plants are not bearing fruit, try using this product”, so that the audience tries or buys products from the uploaded video content. In the video cover view, the content is always in the garden which is in accordance with the content of the gardening content at home and the thumbnail with the same video content is not clickbait (the title of the content is not the same as the content of the video content).

Figure 3. Examples of Content and Captions



Source: TikTok Infarm.id, 2025

2. Communication

The communication in question is the activity of sharing stories, exchanging information, responding and listening to the audience to create comfort for the audience regarding the information provided.

In carrying out good communication with its audience or consumers, Infarm uses features on social media, especially TikTok. By uploading video content

related to gardening understanding and using the TikTok profile bio as a medium of information to consumers containing what the content is about, Infarm awards, as well as links containing social media other than TikTok owned by Infarm.

Figure 4. Tiktok Profile And Other Social Media Information



Source: TikTok Infarm.id, 2025

Infarm also uses the repost feature or reposts videos of its consumers on TikTok, who are gardening using Infarm products. This is done in order to build Infarm's involvement to support its consumers in using its products. As well as, creating interaction between Infarm and its consumers as a form of real action on how Infarm forms good communication.

Figure 5. Repost Infarm Tiktok Account



Source: TikTok Infarm.id, 2025

3. Collaboration

Collaboration is a collaborative activity between a company and a social media account or other company that is in line with the content provided to the audience. The main purpose of this collaboration activity is to increase the broad market reach between the two companies. And to increase the effectiveness and efficiency in conducting digital marketing in social media.

In the form of maximizing this collaboration, Infarm has 2 forms of collaboration on TikTok social media, namely first, collaborating (endorse) directly with artists or influencers who have content aligned with Infarm and second, conducting the TikTok Shop

affiliate program for content creators not limited to the number of followers but, activating the showcase feature.

a. Collaboration with artists and influencers

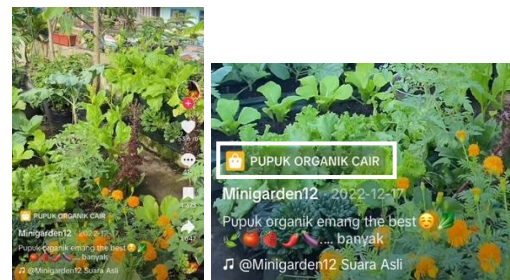
Figure 6. Infarm Collaboration With Artists And Influencers



Source: Infarm, 2025

b. TikTok Shop affiliate Program

Figure 7. Tiktok Shop Affiliate Program



Source: TikTok Infarm.id, 2025

4. Communication

Connection in digital marketing in social media is the relationship between the company and the audience or followers on social media. In carrying out promotional activities on social media, the company does not only market products but must have a good relationship with the audience. In building good relationships, the company must understand the need to answer product reviews on TikTok shop or during live broadcasts.

Infarm maximizes connections to its customers or consumers by providing the best quality of service. Infarm strives to make its followers not only customers, but also the most important part of the community formed by the brand on social media. by creating a strong bond with its consumers, Infarm can open up opportunities for customer loyalty and be able to create loyal followers on social media.

a. Forms of interaction with consumers

Figure 8. Forms of interaction with consumers



Source: TikTok Infarm.id, 2025

b. Conducting live sales broadcasts Strategy

Figure 9. Conducting Live Sales Broadcasts



Source: TikTok Infarm.id, 2025

CONCLUSION

Based on the results of research conducted at Brand Infarm Surabaya, the researcher gets the following conclusions:

- a. The results showed that the Infarm brand has done digital marketing and promotion through the TikTok social media platform quite well. The features used in social media platforms have also been maximally used in promotional activities. Brand Infarm is also able to develop the 4C concept in implementing social media marketing, Context, Communication, Collaboration, and Connection.
- b. In developing its business, the Infarm brand has seven internal environmental factors and six external environmental factors. In the internal environment, the main strength of the brand is the pioneer of the first pump bottle liquid organic fertilizer (POC) in Indonesia, while the main

weakness is that some of the uploaded video content is less attractive to viewers or audiences. In the external environment, the biggest opportunity is using digital ADS on each video content, the biggest threat is unsatisfactory ratings and comments on social media platforms.

- c. The results of the SWOT analysis diagram research of the Infarm brand are in quadrant I (one) position, by supporting aggressive strategies using the strengths possessed to take advantage of opportunities. Meanwhile, the results of the IFAS and EFAS matrix show that the Infarm brand is in quadrant I (one) position, namely growth and build. Signaling the company is in the growth phase in terms of sales, assets, and profits. And also the results of the SWOT matrix analysis show that the Infarm brand uses the SO (Strenght + Opportunities) strategy by applying strengths and opportunities.

SUGGESTIONS

Suggestions given to the Infarm brand from the results of the research conducted so that in the future the business being run can continue to grow, as follows:

- 1. The strengths of the Infarm brand are marketing strategies and product innovation, it is recommended that Infarm continue to develop creative ideas. Also, product innovation needs to match the interests of consumers who must be researched. Brand Infarm should also evaluate each marketing and promotional activity, so that it is maximized in the future.
- 2. In the weaknesses owned by Infarm, namely products that are easily copied and problems with product delivery, it is recommended that differentiators be given, such as embossed Infarm logos, given product authenticity stickers. Also, Infarm must provide a warranty to damaged products when they arrive at consumers' hands.
- 3. Utilizing the opportunities owned by Infarm, namely expanding the market and promotion using digital advertising (ADS), expanding its market throughout Indonesia so that the Infarm brand can be widely recognized, and conducting digital advertising which is useful for brand awareness.
- 4. In overcoming the threats that Infarm has through negative comments and unsatisfactory reviews, Infarm must improve the services provided to

consumers, answer audience comments, consumer questions, and provide advice to consumers.

5. For further researchers, it is recommended to expand the research and research time so that the resulting research can be maximized and accurate. In addition, further research can add different variables as objectives, to be able to provide a comparison of research results to be able to maximize the company.

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