**Digital marketing empowerment for MSMEs in Kampung Kue Rungkut through Eri Cahyadi's TikTok account**

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**Abstract**

This community service aims to empower MSMEs based on the creative economy through cake-making training and product marketing in Kampung Kue, Rungkut District, Surabaya. The objective is to provide skills and alternative sources of family income for residents of Kampung Kue in Rungkut Lor II, benefiting both the local community and opening up employment opportunities for the broader Surabaya area. This study focuses on the use of digital marketing via TikTok, specifically through Eri Cahyadi's TikTok account, to promote and increase sales for Kampung Kue, resulting in a significant impact on both sales growth and job creation. The community empowerment utilizes a descriptive qualitative method, involving field research, literature review, and interviews as primary data collection techniques. Data was gathered through observations, interviews, and documentation. The findings indicate that the training participants acquired new knowledge about cake-making techniques, product packaging, and effective marketing strategies, which have enhanced their business operations and increased sales potential. The process of empowering digital marketing in Kampung Kue involves several strategic steps, including using TikTok for digital promotion, educational content on production techniques, and good interaction with consumers. The application of digital marketing through TikTok significantly impacts the market presence of Kampung Kue and empowers local MSMEs. Support from Eri Cahyadi's TikTok account highlights the crucial collaboration between the government and local communities in strengthening the community economy through wider product exposure and promotion.

**Keywords:** Kampung Kue Rungkut, community empowerment, digital marketing

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1. **Introduction**

The Kampung Kue initiative in Rungkut, Surabaya, was established as an innovative response to the increasingly competitive job market and limited access to foreign investment in Indonesia. Founded by Ibu Choirul Mahmudah, Kampung Kue serves as a hub for home-based cake producers, aiming to create employment opportunities and improve the economic well-being of the surrounding community. Over time, this area has grown into a prominent center for traditional snack production, supported by strong community cooperation, strategic location, and active government involvement.

Surabaya, a major city in East Java, shows significant potential in the development of its creative economy. According to national data, over 98% of business units in Indonesia are classified as MSMEs (Micro, Small, and Medium Enterprises), highlighting their crucial role in economic growth. Kampung Kue Rungkut exemplifies a local effort to harness this potential, offering a space where traditional culinary businesses can thrive and contribute meaningfully to the city’s economic landscape.

This community service focuses on empowering Kampung Kue through digital marketing strategies using the TikTok platform, specifically leveraging the account of Surabaya’s Mayor, Eri Cahyadi. This approach aims to strengthen product branding, expand market reach, and ultimately increase both income and employment opportunities in the region.

Digital marketing empowerment is the process of enhancing individuals’ or communities’ abilities to use digital tools for achieving marketing goals. As defined by Kotler et al. (2017), digital marketing encompasses all marketing activities conducted via digital channels to reach consumers. For Kampung Kue, TikTok offers a highly engaging, cost-efficient, and far-reaching platform to promote products interactively.

TikTok, with its short-form video format and personalized algorithm, has emerged as a powerful promotional tool. According to Xiao and Wang (2021), TikTok’s strengths lie in its ability to make content go viral quickly, enable direct engagement with users, and support creative campaigns such as challenges. These features make it an ideal medium for showcasing Kampung Kue’s unique culinary offerings, production processes, and cultural narratives.

The digital marketing strategy for Kampung Kue involves the creation of high-quality content that highlights the local identity, engaging storytelling, influencer collaborations, and direct interaction with viewers. Kaplan and Haenlein (2010) emphasize the importance of authenticity and audience engagement for social media marketing success. Through consistent empowerment and training, Kampung Kue entrepreneurs are expected to improve their skills in digital content creation, thereby boosting their competitiveness and income sustainability.

By integrating traditional culinary art with modern marketing tools, this initiative seeks not only to promote local products but also to foster community empowerment, economic resilience, and social warmth in Kampung Kue Rungkut, Surabaya.

1. **Research Design and Method**

*Research design*

This study employs a descriptive qualitative research design, focusing on the phenomena that occur in Kampung Kue Rungkut, Surabaya. Descriptive qualitative research aims to understand and describe social phenomena through observation, interviews, documentation, and literature review. This research design is suitable for capturing the digital marketing empowerment process conducted through TikTok by the Mayor of Surabaya, Eri Cahyadi.

According to Danim (2002), qualitative research assumes that truth is dynamic and can be discovered through in-depth interaction with people in their social environments. The focus is placed on exploring the experiences of MSME actors in Kampung Kue, especially regarding how digital marketing through TikTok influences their business sustainability and economic growth.

Furthermore, the study incorporates SWOT analysis to identify strengths, weaknesses, opportunities, and threats associated with the digital marketing efforts and to assess the overall impact of using TikTok in promoting the Kampung Kue area.

*Data collection methods*

To ensure accurate and comprehensive data, several techniques were used: 1) Field Research: Direct observation of entrepreneurs' activities in Kampung Kue and interactions within their business environment; 2) Literature Study: Exploration of books, journals, and online references that support the theoretical framework and contextual understanding; 3) Interviews: Semi-structured interviews were conducted with the founder, business actors, and local community members to gain in-depth insights; and 4) Documentation: Archiving interview processes and commercial activities in Kampung Kue, including photographs and digital content.

*Types of data*

This research utilizes secondary data, derived from pre-existing sources such as official websites, government publications, and prior studies relevant to MSME development and digital marketing. These data are analyzed to provide a theoretical basis and support the research findings.

*Data analysis techniques*

Data analysis involves organizing, simplifying, and interpreting data collected through qualitative methods. The steps are as follows: 1) Descriptive Analysis: Non-statistical analysis that organizes qualitative data (e.g., narratives, quotes, observations) into meaningful categories to draw conclusions; and 2) Editing and Categorizing: Selecting relevant data, reviewing the completeness and accuracy of information, and preparing it for interpretation aligned with research objectives.

*Data analysis procedures*

The data analysis process in this study consists of three main components: 1) Data Reduction: Selecting and summarizing important information from interviews, observations, and documents to focus on key findings; 2) Data Presentation: Displaying reduced data in narrative form that clearly conveys the phenomena and patterns observed in the field; and, 3) Verification and Conclusion: Drawing conclusions through triangulation and comparing findings from different sources and methods to ensure validity.

*Data validity*

Data validity was ensured using triangulation strategies adapted from Denzin, including: 1) Source Validity: Comparing data from different informants, such as business owners and local residents; 2) Method Validity: Using multiple data collection techniques (interviews, observations, documentation) to verify consistency; 3) Researcher Validity: Engaging multiple observers to reduce subjectivity and bias during data collection; and 4) Theoretical Validity: Integrating multiple theories to analyze the data comprehensively.

1. **Results and Discussion**

***Result***

Based on digital marketing efforts through the TikTok account of Mayor Eri Cahyadi (@eri.cahyadi), several key initiatives were identified:

Economic Stimulation through MSMEs

According to kominfo.jatimprov.go.id, Mayor Eri Cahyadi has been actively promoting the growth of MSMEs in Surabaya. The city has witnessed a 30% increase in registered MSMEs compared to the previous year, as indicated by the rising number of Business Identification Numbers (NIB) issued. His strategy includes promoting Kampung Kue as a symbol of local entrepreneurship.

Revitalization of Kampung Kue as a Culinary Tourism Destination

As reported by suarasurabaya.net, Mayor Cahyadi has also initiated a revitalization program to transform Kampung Kue Rungkut into a culinary tourism hotspot. This initiative not only attracts visitors but also strengthens the economic base of the residents.

Empowerment of Local Entrepreneurs

After being officially launched by Mayor Eri Cahyadi, the Kampung Kue area has gained increased recognition. Local coordinator Choirul Mahpuduah mentioned that the area now attracts attention from both local and out-of-town visitors. MSME actors continue production activities from midnight to dawn, reflecting their resilience and growing market demand.

Digital Marketing via TikTok

Mayor Cahyadi's use of TikTok to promote Kampung Kue has proven to be a strategic move. The short videos posted on his account (@eri.cahyadi) effectively showcase Kampung Kue’s uniqueness and community spirit, enabling broader outreach and branding. TikTok’s algorithm allows these videos to reach users across Indonesia, significantly enhancing market visibility for Kampung Kue.

Vision for Economic Independence

The mayor envisions Kampung Kue evolving into a "Hero of the Economy" (Pahlawan Ekonomi), where residents not only produce traditional cakes but also manage teams, take leadership roles, and expand their businesses.

***Discussion***

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**Figure 1. Eri Cahyadi's TikTok Account**

The utilization of TikTok as a digital marketing platform by Surabaya Mayor Eri Cahyadi represents an innovative strategy to empower MSMEs in Kampung Kue Rungkut. This approach leverages the popularity of short-form video content to promote local products and create broader public awareness. By featuring Kampung Kue activities on his personal TikTok account, the mayor has effectively elevated the visibility of the area, transforming it into a vibrant symbol of local entrepreneurship and community resilience.

Following the official inauguration of Kampung Kue by Mayor Cahyadi, the area experienced significant growth in public interest and visitor traffic. According to local sources, 63 MSME actors continuously produce traditional cakes from midnight to early morning. The consistency and dedication of these entrepreneurs highlight the community’s strong work ethic and readiness to meet growing market demands. The increased visibility has not only brought in more customers but also motivated residents to improve product quality and packaging to match consumer expectations.

The digital promotion aligns with Surabaya’s broader economic policy aimed at strengthening grassroots economies. By combining traditional business practices with modern digital tools, the city administration has fostered a more inclusive economic environment. Kampung Kue has been strategically positioned not just as a marketplace, but as a cultural and culinary destination, adding value to Surabaya’s tourism appeal while empowering its citizens economically.

The impact of TikTok as a marketing tool can also be seen in the way it reshapes consumer engagement. The app’s algorithm enables content to reach diverse audiences beyond geographical boundaries, allowing Kampung Kue to gain national recognition. This form of digital exposure encourages storytelling, emotional connection, and authenticity—factors that play a crucial role in building brand loyalty. The case of Kampung Kue demonstrates how digital marketing, when led by a credible public figure, can accelerate local economic transformation.

Moreover, Mayor Cahyadi’s vision to turn Kampung Kue into a “Hero of the Economy” reflects a long-term strategy to develop business leadership within the community. The goal is not only to boost sales but to elevate MSME actors into managerial roles, thereby generating employment and promoting economic independence. This progressive model—blending digital marketing, public leadership, and community collaboration—could serve as a replicable framework for other regions seeking to empower MSMEs through technology-driven approaches.

1. **Conclusions**

The process of empowering digital marketing in Kampung Kue through Eri Cahyadi's TikTok media involves several strategic steps, including: Using the TikTok platform as a digital promotion, educational content that focuses on sales and how to make it, and good interaction in selling products that have been made. This study shows that the application of digital marketing through social media (TikTok) has a significant impact on the existence of the Kampung Kue Rungkut Surabaya market and also helps empower the village's MSMEs. Digital marketing through TikTok has been proven to help introduce Kampung Kue products to a wider audience, increase visibility, and attract more consumers. This approach is not only about increasing sales, but also building the identity and image of Kampung Kue as a local culinary center known inside and outside Surabaya. Support from the TikTok account of Eri Cahyadi, the mayor of Surabaya, shows the importance of collaboration between the government and local communities in strengthening the community's economy. With promotions from public figures, Kampung Kue gets wider access to reach potential consumers, even outside the local area. This shows that local governments can play a significant role in strengthening MSMEs by providing social media exposure and disseminating information about local products.

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