

THE APPLICATION OF SOCIAL MEDIA IN INCREASING THE SALES OF HILWAH FOOD MSME PRODUCTS (BASED ON A CONTENT CREATOR'S PERSPECTIVE)

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Abstract

This project aims to examine the implementation of Content Creator tasks in managing the social media of Hilwah Food MSME through Instagram and TikTok. The project was carried out using the System Development Life Cycle (SDLC) with the Waterfall method. As a Content Creator, the author was responsible for developing and organizing content ideas, brainstorming, determining content pillars, creating content briefs, content planners, content calendars, copywriting, content production, as well as graphic and design development. The author also managed content publication and evaluated content performance through Instagram Insights and TikTok Analytics. The results show that planned and consistent content management helped improve the quality, consistency, and performance of Hilwah Food's social media. Content evaluation and adjustments based on social media trends also helped expand audience reach and increase audience engagement.

Keywords: Content Creator, Social Media, Hilwah Food, Instagram, TikTok, System Development Life Cycle (SDLC).

Abstrak

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1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economy, including by creating job opportunities and sustaining economic activities within communities. Amid changing consumer behavior and technological developments, MSMEs need to adapt the way they introduce their products and communicate with customers. Marketing no longer relies solely on face-to-face interactions or word-of-mouth promotion. Social media provides small-scale businesses with a relatively affordable opportunity to showcase their products, share information, build brand identity, and interact with potential customers.

However, the use of social media does not automatically lead to effective marketing. Infrequently updated accounts, inconsistent visual presentation, unclear product information, and content that does not align with audience characteristics can reduce a brand's chances of attracting attention. Therefore, social media activities need to be managed as an ongoing process rather than simply uploading promotional materials when necessary. Topic planning, format selection, scheduling, caption writing, calls to action, and performance evaluation should be integrated to support one another.

Hilwah Food is a home-based Micro, Small, and Medium Enterprise (MSME) located in Meruya Selatan, Kembangan, West Jakarta. Its main product is Kentang Mustofa, which is available in several levels of spiciness. The product is developed as a practical snack for everyday consumption. Based on the project description, the product is processed using an oven and does not contain artificial preservatives. The business sells its products online and utilizes social media to introduce them to consumers. However, before content management became more structured, its social media activities faced several challenges. Content uploads were inconsistent, promotional activities relied heavily on WhatsApp, and the presence of two Instagram accounts had the potential to confuse customers. In addition, the initial content concept tended to rely heavily on AI-generated designs that did not fully reflect the audience's content consumption habits.

Instagram and TikTok were selected as the primary platforms because they support visual and short-form video content, making them suitable for food products. Instagram can be used to present product information, educational materials, photos, Reels, and promotions within a consistent visual identity. Meanwhile, TikTok provides opportunities to communicate messages through short videos, storytelling, point-of-view (POV) concepts, trending audio, and trend-

based content. The use of these two platforms needs to be adapted to their respective characteristics so that content is not simply copied from one channel to another.

Previous studies discussed in the thesis indicate that social media can help MSMEs expand their promotional reach and support marketing performance. These studies include research by Arianty and Ghafara (2022), Abidin and Firdaus (2023), and Amalia, Zulistiani, and Damayanti (2023). Research on digital marketing strategies also emphasizes the importance of aligning content with target markets and communication objectives. However, the Hilwah Food project focuses on a more operational aspect, namely describing the Content Creator's workflow, from idea development to performance evaluation, across two platforms used simultaneously.

Therefore, the contribution of this article is not to examine cause-and-effect relationships statistically, but to document the implementation of content management and examine changes in social media metrics based on project records. This focus is important because it allows the practical experience of an MSME to be explained systematically while distinguishing between recorded results and assumptions regarding their impact on sales. This article aims to explain the content planning and production process, describe the performance evaluation of Instagram and TikTok, and identify practical lessons that can be applied to social media management for MSMEs.

2. Literature Review

2.1 Social Media in MSME Marketing

Social media is a digital communication channel that allows users to create, share, and respond to content. In a business context, its functions include distributing product information, promoting products, communicating with consumers, and building brand identity. Arianty and Ghafara (2022) discuss the role of social media in efforts to increase MSME income, while Surenggono, Erdiana, and Djamilah (2021) describe its use as a strategy for MSMEs to increase sales. These studies support the understanding that social media can be an integral part of marketing activities. However, the results depend on the quality of implementation and the specific conditions of each business.

For food businesses such as Hilwah Food, visual content plays an important role in showcasing products, texture, packaging, available variants, and serving suggestions. The information presented should be easy to understand and should avoid making excessive claims about product benefits. Social media can also serve as a platform for answering potential customers' questions, sharing customer testimonials, and providing information about ongoing promotions.

2.2 The Role of a Content Creator

A Content Creator is responsible for developing ideas and transforming them into communication materials that align with a brand's objectives and audience characteristics. The role involves more than taking photographs or creating designs. The process includes reference research, brainstorming, content pillar selection, brief writing, format selection, production, copywriting, publication, and performance evaluation. Abidin and Firdaus (2023) discuss the role of Content Creators in increasing the reach and brand awareness of MSMEs. In the context of Hilwah Food, this role is implemented through a combination of content planning and performance monitoring.

Planning helps make the content production process more structured and focused. A content brief helps define the main message, target audience, format, visuals, caption, and call to action for each piece of content. A content planner records ideas and tracks the progress of each task, while a content calendar organizes the publication schedule. Together, these tools help maintain consistency and reduce the risk of publishing content at short notice without a clear objective.

2.3 Content Pillars and Platform Adaptation

Content pillars are groups of themes that serve as guidelines for content development. In the Hilwah Food project, four content pillars were used: promotional, entertainment, educational, and informational. The promotional pillar highlights products, variants, prices, special offers, and calls to purchase. The entertainment pillar incorporates trends, popular audio, point-of-view (POV) concepts, and lighthearted situations to make content more relatable to users. The educational pillar provides information and knowledge related to the products and their use. Meanwhile, the informational pillar delivers practical details, such as ordering procedures, product availability, bazaar activities, and business information.

Dividing content into these pillars helps prevent the account from focusing exclusively on product offers. Although promotional content remains necessary, a variety of themes can give audiences additional reasons to watch, save, share, or follow the account. Amalia et al. (2023) discuss marketing strategies using Instagram and TikTok to increase sales, while Pranasa, Lazuardi, and Putrajip (2023) highlight visual content strategies for increasing consumer engagement. Both studies are relevant to understanding the importance of aligning content formats and messages with the characteristics of each platform.

2.4 Content Performance Evaluation

Social media evaluation requires indicators that align with the intended objectives. Views indicate how often content is played or displayed, according to each platform's definition, while reach represents the number of accounts reached. Likes, comments, shares, and saves reflect different forms of audience interaction, whereas profile visits indicate that audiences have taken further interest in exploring an account. Follower counts can be used to monitor the growth of an account's community, but they do not directly demonstrate that purchases have occurred.

In this project, Instagram Insights and TikTok Analytics were used to examine the available metrics and compare content performance. Interpretation of the results needs to consider the reporting period, metric definitions, organic activity, and paid distribution through advertising. If the reporting periods or calculation methods differ, figures from the two reports should not be treated as part of the same data series. Digital metrics also cannot replace transaction data. Therefore, conclusions about increased sales must be supported by comparable sales records from before and after the activities, rather than relying solely on increases in views or follower counts.

3. Research Methodology

The object of this project is Hilwah Food, a home-based business whose main product is Kentang Mustofa, located in Meruya Selatan, Kembangan, West Jakarta. From an implementation perspective, the subject of this project is the author, who served as the Content Creator and

coordinated with the project team and business partner. The data were obtained from descriptions of business observations, documentation of content planning and production, publication records, social media analytics tables or figures, and evaluations presented in the final project. No interview or survey findings that were not reported in the source document were added to this article.

The implementation process followed the System Development Life Cycle (SDLC) framework using the Waterfall model. The planning stage involved identifying promotional needs, project objectives, and the initial condition of the social media accounts. The analysis stage examined product characteristics, target audiences, platforms, and content references. During the design stage, ideas were translated into content pillars, content briefs, content planners, content calendars, copywriting, and visual designs. The implementation stage involved content production and publication. The testing stage consisted of checking whether the materials complied with the brief, visual identity, product information, and platform requirements before publication. The maintenance stage involved performance monitoring, evaluation, and adjustments to subsequent content.

Data were collected through observation and documentation. Observation was used to understand product characteristics, business activities, communication needs, and challenges in managing the social media accounts. Documentation included content materials, publication schedules, and performance records from Instagram Insights and TikTok Analytics. The data were analyzed descriptively by grouping activities according to the stages of the workflow, comparing the available metrics, and identifying patterns that could be explained based on the documented information. No inferential statistical tests were conducted.

To ensure accurate interpretation, the reported figures were retained as presented in their respective source sections. The final project document contains several sets of Instagram figures with different metrics and potentially different reporting periods. Since the reporting periods are not always consistently specified, these figures were neither combined nor treated as a single measurement result. This limitation is important to avoid drawing conclusions that go beyond what the available data support.

4. Results and Discussion

4.1 Initial Conditions and Management Needs

Hilwah Food markets Kentang Mustofa as a dried food product available in several levels of spiciness. Before the project, its social media accounts were not managed consistently, and promotional activities relied heavily on WhatsApp. The final project also noted the existence of duplicate Instagram accounts, which could potentially confuse prospective customers. In terms of visual presentation, the initial content was dominated by AI-generated designs with relatively uniform approaches that did not fully reflect emerging trends on Instagram and TikTok.

These conditions indicate that the main challenges were not limited to the number of posts, but also involved account identity, content relevance, format variation, and continuity of activity. When posting activity stopped for a period of time, opportunities to maintain audience attention became limited. Therefore, the project aimed to establish a workflow that could support more organized content production while providing a basis for evaluation.

4.2 Idea Planning and Content Pillars

The initial stage involved searching for content references on Instagram and TikTok. These references were used to explore visual concepts, message delivery, audio usage, and relevant video formats. Brainstorming was then conducted to generate alternative ideas that remained relevant to the product and audience characteristics. Ideas were not produced immediately but were selected based on content objectives, alignment with Hilwah Food's identity, information needs, and suitability for each platform.

The four content pillars provided a framework for content variation. The promotional pillar was used to introduce products, variants, packaging, promotions, prices, testimonials, and product advantages. Entertainment focused on trends, POV videos, popular audio, and lighthearted situations related to snacking habits. Educational content provided information to help audiences understand the product, while informational content covered practical matters such as ordering procedures and business activities. This classification helped ensure that the accounts did not consist solely of direct sales content.

The evaluation of content pillars presented in the document shows differences in audience responses across platforms. On Instagram, the educational pillar recorded the highest engagement rate at 46.01%, with 1,078 views. The entertainment pillar achieved an engagement rate of 31.06% and the highest number of likes, totaling 962. Meanwhile, the promotional pillar recorded the highest number of views at 5,850 and total engagement of 714, with an engagement rate of 12.21%. These figures indicate that content receiving the highest number of views does not necessarily achieve the highest level of engagement. Educational content may reach fewer viewers while generating a higher proportion of interactions.

On TikTok, the promotional pillar recorded the highest engagement rate at 22.36%, with 10,486 views and 1,385 shares. The entertainment pillar received the highest number of views, totaling 19,286, with an engagement rate of 11.70%. The educational pillar recorded an engagement rate of 10.05% and 1,368 likes. This pattern indicates that audience responses vary depending on the platform and content objectives. These findings support the decision to evaluate performance by content pillar rather than assess all content solely based on view counts.

Tabel 4.1 Summary of Content Pillar Metrics

Platform	Pilar	View	Engagement Rate	Other Metrics
Instagram	Educational	1,078	46,01%	-
Instagram	Entertainment	-	31.06%	962 likes
Instagram	Promotional	5,850	12.21%	714 total engagement
TikTok	Promotional	10,486	22.36%	1.385 share
TikTok	Entertainment	19,286	11.70%	-
TikTok	Educational	-	10.05%	1,368 likes

4.3 Content Brief, Planner, and Publication Calendar

After the ideas were selected, the next step was to prepare a content brief as a production guideline. The brief helped determine the intended message, content type, visual concept, caption, call to action, and supporting elements according to the target audience. Using a brief also made it easier to review the content before publication, particularly to ensure that product information was accurate and that the materials aligned with the communication objectives.

Notion was used to organize the content planner and monitor work progress. Ideas, captions,

schedules, and status updates could be recorded in one place, making the workflow easier to follow. The content calendar then helped organize publications into a weekly schedule. The project's publication plan consisted of five pieces of content per week: two Instagram posts, in the form of feeds or visual materials focusing on information, education, and promotion, and three TikTok videos using concepts aligned with current trends and platform user characteristics.

This plan established a clearer work rhythm, although its implementation still needed to adapt to the partner's circumstances. The final project noted a period when publication could not proceed because access or permission from the MSME had not yet been fully available. This condition indicates that publication consistency depends not only on production capacity but also on coordination and account readiness. Keeping backup content was one way to accelerate publication when access became available again.

4.4 Content Production, Copywriting, and Design

The content production process combined message development with visual design. On Instagram, materials were designed for a neater feed layout and a more consistent visual identity. Red, yellow, and cream were selected to match the packaging identity of Hilwah Food's Kentang Mustofa. Visual materials included informational posters, product photos, promotional videos, Reels, and content featuring talent. Captions were written in simple, communicative language to provide clear information without making every post a direct sales appeal.

On TikTok, the approach relied more on short videos, storytelling, POV formats, and trending audio. The use of direct documentation of the product and content creation process was intended to make the presentation feel more authentic than designs that relied entirely on illustrations. Adapting the format demonstrated that the same core message could be presented differently according to each platform's characteristics, rather than using identical materials across all channels.

Copywriting connected visual elements with the information audiences needed. Messages could highlight product flavors, packaging, promotions, testimonials, or how to purchase the product. Calls to action were used naturally, for example, by directing audiences to view ordering information or visit sales channels. The tone and captions were selected to support the content context rather than replace the quality of the material itself. Before publication, materials needed to be checked for spelling, readability, product information, and format suitability.

4.5 Publication Management and Strategy Adaptation

Content was published on Instagram and TikTok by considering content type and promotional timing. The project also recorded participation in supporting activities, including bazaars and MSME mentoring activities. Activities outside social media provided more tangible content material, such as product documentation, sales activities, and customer interactions. Thus, content management drew not only on digital designs but also on ongoing business activities.

One important change involved shifting from relatively uniform AI-based designs to materials that were more closely aligned with current trends and platform formats. On Instagram, content was developed in the form of Reels, product photos, promotional videos, and content featuring talent. On TikTok, short videos were created using POV formats, storytelling, and trending audio. These adjustments responded to an initial evaluation indicating that some

previously used materials had not attracted sufficient audience attention.

The project also used paid advertising on Instagram and TikTok to expand content distribution. Materials selected for promotion were based on content evaluation results. Although advertising could increase exposure, its results still needed to be distinguished from organic performance and assessed according to campaign objectives. Views generated through advertising do not represent the same outcome as organic interactions, and neither automatically indicates a purchase. Therefore, evaluation should ideally separate organic and paid results and relate them to order records when such data are available.

4.6 Account Growth and Content Performance

Project data records the growth of the TikTok account from 829 followers at the beginning of the observation period to 1,420 followers at the end of the period as explained in the analytics section. In another publication evaluation section, the TikTok account was recorded moving from 332 followers and 1,329 likes to 1,349 followers and 3,916 likes after publication resumed. These numbers refer to different observation sections within the thesis, so it is inaccurate to merge them into a single starting point and a single ending point without explaining the same period. Nevertheless, both records illustrate account growth during the project.

On Instagram, the thesis records several results that are not completely identical between sections. One section mentions that the account grew from 224 followers and 71 posts to 1,249 followers and 91 posts after publication resumed. Another section states that the account had 737 followers before the project and reached 1,249 followers after content updates and ad placements. Meanwhile, Instagram Insights data in one series recorded 18,107 views, a reach of 3,708 accounts, and 1,249 net followers, with 70.6% of views coming from non-followers and 29.4% from followers. The thesis conclusion section reports a different set of figures, namely 14,150 views, 710 new followers, and a reach of 1,516 accounts. Because the period and metric definitions for each set are not explained in sufficient detail to be reconciled, this article presents them separately and does not calculate the difference between those figures.

Tabel 4.2 summary of analytics records listed in the final project

Platform	Source Record Note	Reported Metrics
Tiktok	Project period analytics series	25,266 video views; 19,230 viewers; 524 profile visits
Tiktok	Account evaluation comparison	332 to 1,349 followers; 1,329 to 3,916 likes
Tiktok	Followers growth record	829 to 1,420 followers
Instagram	Instagram insights series	18,107 views; 3,708 accounts reach; 70.6% views from non-followers
Instagram	Project conclusion record	14,150 views; 710 new followers; 1,516 accounts reach
Instagram	Account appearance comparison	224 to 1,249 followers; 71 to 91 posts

TikTok also recorded 25,266 video views, 19,230 viewers, and 524 profile visits. In another data series, 15,952 views (63.14%) were stated to come from organic reach and 5,324 views (36.86%) from paid ads. These percentages and amounts are presented following the thesis notes. Since the number of components and percentages from the source need to be re-checked against the original platform reports before being used for budget decisions, readers of this article should

focus on the information that content distribution comes from both organic sources and ads, rather than considering all numbers as reconciled data.

4.7 Meaning of Results and Implications

The project results provide three main lessons. First, planning and documentation help the work of the Content Creator become more organized. Dividing pillars, briefs, planners, and publication calendars makes it easier for the team to maintain theme variation while adjusting materials to promotional needs. Second, adaptation to platform character is crucial. Instagram is used for a combination of visual content, information, and promotion, while TikTok is utilized for short videos following current trends. Third, metric-based evaluation provides a basis for selecting content that needs to be retained or improved.

Differences in performance across pillars show that no single format is always superior for all purposes. On Instagram, educational content has the highest engagement rate in the referenced table, while promotional content gains the highest number of views. On TikTok, promotional content shows the highest engagement rate, while entertainment content obtains the most views. This means content evaluation should consider the goals set from the beginning. If the goal is to expand exposure, views and reach can be the focus. If the goal is to drive responses, interactions need to be viewed separately. If the ultimate goal is sales, data on clicks, inquiries from prospective buyers, orders, and transactions are required.

An increase in followers and views is an indicator of digital growth, but it is not enough to state that sales increased by a specific amount. The project document discusses the goal of increasing sales, but the most detailed analytics metrics in the results section are mainly video views, reach, viewers, interactions, profile visits, and followers. To test the impact on sales more strongly, Hilwah Food needs to record sales per period, order sources, ad costs, and the number of transactions that can be linked to campaigns. In this way, social media evaluation can move from monitoring exposure toward assessing conversion.

Another practical implication is the need for clear account governance. Official account identity, publication access rights, content approvals, and division of responsibilities should be established from the start. Publication obstacles recorded in the project show that a good content plan still requires coordination with partners. Storing backup content, maintaining a flexible calendar, and using a simple approval workflow can help maintain continuity when operational hurdles occur.

4.8 Limitations

This article is a project documentation on a single MSME and relies on data available in the final project. There is no control group, consumer survey, or statistical testing to isolate the effect of content on sales. In addition, several Instagram and TikTok figures are presented in different parts of the thesis and are not entirely accompanied by uniform measurement periods. This difference limits the ability to make more detailed quantitative comparisons. Therefore, the results should be read as an overview of implementation and the development of digital metrics, not as causal evidence that a specific strategy directly leads to increased sales.

5. Conclusion

The implementation of social media management at Hilwah Food MSME shows that the role of a Content Creator includes an interconnected series of tasks, starting from searching for

references, brainstorming, determining content pillars, preparing briefs and publication calendars, copywriting, production, design, publication, to evaluation. The use of four pillars—promotional, entertainment, educational, and informational—helps provide content variety, while Notion supports the recording of ideas and schedules. A publication plan of five contents per week divides activities into two Instagram contents and three TikTok contents, with adjustments tailored to the character of each platform.

Evaluations show differences in audience response based on pillar and platform. In the reported Instagram data, educational content had the highest engagement rate, while promotional content recorded the highest views. On TikTok, promotional content had the highest engagement rate, and entertainment content obtained the highest views. These results show that evaluations should consider content goals and not rely solely on view counts. Adjusting visual and video formats to platform trends along with using paid ads also supported the expansion of account exposure.

Although several digital metrics show progress, the available data is not yet sufficient to state the exact amount of sales increase directly caused by the social media strategy. Numbers from several parts of the report need to be reconciled based on period and metric definitions before being used as a single comparison series. The conclusion that can be drawn cautiously is that more structured management helps improve work consistency and provides a better foundation of evaluation for Hilwah Food's digital marketing

Practically, Hilwah Food is advised to maintain a realistic publication schedule, preserve visual identity consistency, develop content based on audience response, and perform routine evaluations through Instagram Insights and TikTok Analytics. Performance records should be supplemented with clear measurement periods and separated between organic results and ads. To measure contribution to sales, the business needs to link campaign data with the number of inquiries, orders, transactions, and promotion costs. Future research could extend the observation period, involve more than one MSME, and use structured sales data so that the relationship between content strategy and business outcomes can be studied in greater depth.

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