



KING GEPREK'S TIKTOK CONTENT STRATEGY IN BUILDING BRAND AWARENESS: AN ANALYSIS OF ISLAMIC BUSINESS ETHICS

Ainol Yaqin^{1*},FP Wulandari²

^{1,2} Islamic Economics Study Program, Faculty of Islamic Studies, Nurul Jadid University, Indonesia

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ABSTRACT

The development of social media, particularly TikTok, has driven changes in digital marketing strategies for micro, small, and medium enterprises (MSMEs). This study aims to analyze TikTok's content strategy in building brand awareness and examine its impact on business performance and its alignment with the principles of Islamic business ethics at King Geprek Sumberanyar Paiton. This study uses a qualitative approach with a case study method. Data collection was conducted through interviews, observation, and documentation, while data analysis was carried out through the stages of reduction, presentation, and drawing conclusions using triangulation techniques to maintain data validity. The results show that a content strategy that includes a consistent account identity, product visualization, transparency of the production process, and interaction with the audience is able to build brand awareness that includes brand recognition, brand recall, and brand exposure. This increase in brand awareness has an impact on improving business performance, as indicated by increases in sales, number of consumers, and turnover. In addition, the implemented content strategy also reflects the principles of Islamic business ethics, namely honesty (shiddiq), justice ('adl), and responsibility (amanah), which contribute to increasing consumer trust. This research shows that digital marketing through TikTok is not only effective in improving business performance but can also be carried out ethically in accordance with Islamic values.

1. INTRODUCTION

The rapid development of the digital economy has driven a transformation in modern business communications and marketing activities. The use of information technology and social media allows businesses to reach consumers more widely, quickly, and efficiently than conventional methods. (Indrayani et al., 2025)(Setiawan & Sufiyati, 2024) Through social media, business owners not only promote their products but also build interactive relationships with consumers and increase their business' visibility and competitiveness in the digital marketplace. (Panjaitan & Riofita, 2024). In the context of the Indonesian economy, micro, small, and medium enterprises (MSMEs) play a strategic role as a key driver of economic growth. Data from the Ministry of Cooperatives and Small and Medium Enterprises shows that the number of MSMEs has reached approximately 64.2 million, contributing 61.07% to gross domestic product and absorbing approximately 97% of the national workforce. This confirms that MSMEs are a crucial pillar in driving economic growth, creating jobs, and improving public welfare.

One social media platform experiencing significant growth is TikTok. This platform offers creative, dynamic, and potentially viral short-form video content, influencing how people access information and find product recommendations. (Alfarisi et al., 2025) These characteristics make TikTok an effective promotional medium for building brand awareness and increasing consumer engagement, especially among the younger generation. (Surya & Izaak, 2025) However, the effectiveness of marketing through TikTok does not always align with ethical and transparent communication practices.

A growing phenomenon shows that some business owners tend to emphasize the visual aspects and virality of their content over the accuracy of their product information. Exaggerated claims about product quality are often used to quickly capture audience attention. (Putri et al., 2023) This situation is exacerbated by TikTok's algorithm, which prioritizes engagement, thus encouraging the production of sensational

*Correspondence writer.
E-mail: pw856676@gmail.com

content. This poses ethical challenges in digital marketing practices, particularly for MSMEs that lack clear marketing communication standards.(Fitrianto, 2025). From an Islamic economic perspective, marketing activities are part of muamalah which must be based on the values of honesty (shiddiq), justice ('adl), and responsibility (amanah).(Arifin, 2022) Sharia marketing emphasizes that business activities should not only be oriented toward material profit, but also toward blessings and well-being. Therefore, digital marketing practices through social media need to be examined not only for effectiveness but also for their alignment with Islamic business ethics.

Several previous studies have shown that TikTok is effective as a digital marketing medium in increasing brand awareness and consumer interaction.(Nesva & Sakir, 2025) Other research confirms that visual and interactive content strategies can increase engagement and strengthen brand image.(Kamal et al., 2025). In addition, content marketing and product reviews have also been shown to influence consumer trust and purchasing decisions.(Hollebeek & Macky, 2019). Although various studies have shown TikTok to be effective in increasing engagement and brand awareness, most research still examines these two aspects separately. Previous research also hasn't comprehensively linked content strategy to the brand awareness process, which encompasses brand recognition, brand recall, and brand exposure. Furthermore, studies examining the impact of content strategy on business performance and evaluating its alignment with Islamic business ethics are lacking.

This study aims to analyze TikTok's content strategy in building brand awareness and examine its impact on business performance and its compliance with Islamic business ethics principles. This research fills the research gap by integrating these three aspects into one comprehensive analytical framework.

2. METHOD

This research uses a qualitative approach with a case study method to analyze the TikTok content strategy implemented by King Geprek Sumberanyar Paiton in building brand awareness and its compliance with the principles of Islamic business ethics.(Yin, 2023) This approach was chosen to understand the digital marketing phenomenon contextually and in depth on one research object.(Abdul et al., 2022). Informants were selected purposively, considering their direct involvement in digital marketing activities. The primary informant in this study was the business owner, who serves as both manager and decision-maker in the planning and implementation of TikTok content strategies. Furthermore, several consumers, who were familiar with and had purchased products through promotions on the King Geprek Sumberanyar-Paiton TikTok account, served as supporting informants. Consumer selection aimed to obtain data related to audience perceptions of TikTok content, the process of brand awareness formation, and the influence of content on interest and purchasing decisions. The involvement of more than one type of informant was carried out to strengthen the validity of the data through source triangulation, thus ensuring a more objective and comprehensive data collection. The study was conducted in Sumberanyar, Paiton District, Probolinggo Regency, from January to March 2026.

Data collection was conducted through interviews, observation, and documentation. Semi-structured interviews were used to gather information regarding content strategy, the purpose of using TikTok, and ethical considerations in digital marketing.(Rahmawati & Hidayatin, 2014) Observations were made on content activity on TikTok accounts, including content type, upload frequency, and audience interaction. Documentation was conducted by collecting data in the form of TikTok content archives, including videos, captions, and hashtags, as well as content performance data such as the number of views, likes, comments, and audience interactions, as well as supporting data in the form of sales records and number of consumers.(Dewi, 2023).

Data analysis was conducted qualitatively through the stages of data reduction, data presentation, and conclusion drawing. The data were analyzed by linking the research findings to digital marketing theory and Islamic business ethics, particularly the principles of honesty, fairness, and responsibility. Data validity was maintained through triangulation of sources and methods by comparing the results of interviews, observations, and documentation.

3. RESULTS AND DISCUSSION

Results

The identity of the TikTok account King Geprek Sumberanyar-Paiton can be observed through the main components of the account profile: the use of an account name (username) that matches the business's identity, a logo as a profile photo, and a short description (bio) containing information related to the products offered. The account's profile display demonstrates consistency in the use of visual elements and information relevant to the business, making it easier for audiences to recognize the brand. The account profile display can be seen in Figure 1.

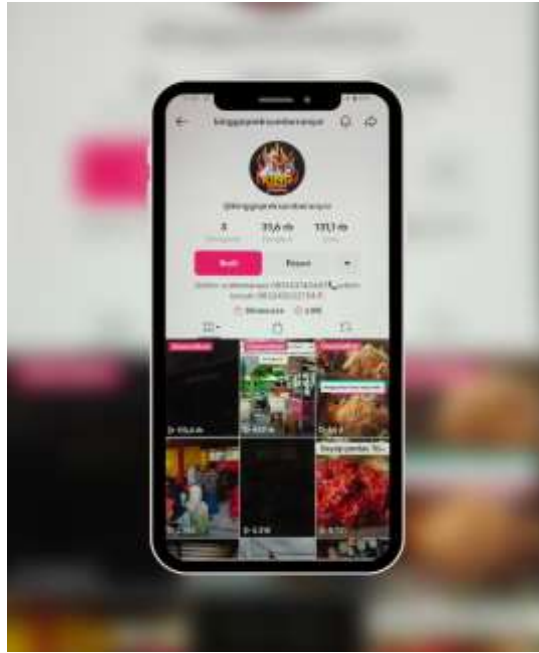


Figure 1. Profile view of the TikTok account King Geprek Sumberanyar-Paiton
Source: TikTok account @kinggepreksumberanyar, 2026.

The content uploaded to the TikTok account King Geprek Sumberanyar-Paiton consists of several main formats. One of the content displays is product visuals featuring crisp, attractively displayed geprek chicken, accompanied by promotional text and relevant hashtags to capture audience attention (Figure 2).



Figure 2. Promotional content for geprek chicken products on the TikTok account King Geprek Sumberanyar-Paiton

Source: TikTok screenshot @kinggepreksumberanyar, 2026.

In addition, the account also displays production process content that shows the stages of food preparation, such as the process of frying chicken in the kitchen, thus providing an overview of the process before the product is served to consumers (Figure 3).



Figure 3. Content of the frying stage of geprek chicken products on the TikTok account King Geprek Sumberanyar-Paiton

Source: TikTok screenshot @kinggepreksumberanyar, 2026.

Furthermore, the published content also demonstrates audience interaction through the comments feature, responses to comments, and the use of the stitch feature. This interaction is displayed in the form of video content that includes user responses, both in the form of testimonials and product-related questions. This interaction can be seen in Figures 4 and 5.



Figure 4
Stitch content, comments, testimonials from consumers of Ayam Geprek products on the TikTok account King Geprek Sumberanyar-Paiton



Figure 5
Response to comments from consumers of Ayam Geprek Products on the TikTok Account King Geprek Sumberanyar-Paiton

Source: TikTok screenshot @kinggepreksumberanyar, 2026

The research also demonstrated the development of brand awareness among the audience. This was indicated by the audience's ability to recognize the brand through its logo and content appearance, remember the brand through consistent uploads, and increase content reach through interactions on the TikTok platform. Interviews with several consumers revealed that they learned about King Geprek Sumberanyar Paiton through TikTok content appearing on their homepages. Consumers assessed that the attractive product visuals, consistent content presentation, and interactions through the comments and video response features increased their interest in the product. Furthermore, consumers stated that consistent content uploads made it easier for them to recognize and remember the King Geprek Sumberanyar Paiton brand, thus building brand awareness among the audience.

In terms of business performance, interviews revealed improvements after utilizing TikTok as a digital marketing tool. Sales increased from approximately 100 servings per day to 200–300 servings per day. The number of customers increased from approximately 100 to 200–700 per day. Furthermore, business turnover also increased by approximately 40%–50% compared to its previous level.

Table 1. Comparison of Business Performance Before and After Using TikTok

Indicator	Before TikTok	After TikTok
Sales Per Day	± 100 portions	200-300 portions
Number of Consumers	±100 people	200-700 people
Business Turnover	Rp7,000,000-Rp10,000,000	Rp9,800,000-Rp15,000,000

The observation results also show that the content strategy implemented has reflected several principles of Islamic business ethics, namely realistic product presentation without exaggeration, price matching with the product offered, and good and communicative responses to consumers.

Discussion

The findings of this study indicate that the content strategy implemented through TikTok by King Geprek Sumberanyar Paiton is able to build brand awareness and impact business performance. A closer look reveals these results not only illustrate the successful use of social media as a promotional tool but also demonstrate a strategic pattern in utilizing digital content relevant to the characteristics of TikTok users.

An account identity that is consistently displayed through the use of a business name, logo, and short description not only functions as a visual marker, but also as an initial foundation in building brand perception in the minds of the audience. (Dinata & Aulia, 2022) These findings indicate that in the context of social media, digital identity plays a more dynamic role than conventional identity, as it is not only seen but also interacts directly with users. This reinforces the view that a consistent visual identity is a key prerequisite for building brand recognition, particularly on visual-based platforms like TikTok. (Octavianus & Oktavianti, 2022). Thus, account identity not only functions as a static representation, but also as part of the digital experience that shapes consumers' initial memories of the brand.

Furthermore, the dominance of product visual content on TikTok accounts suggests that visual-based strategies play a central role in capturing audience attention. However, the findings of this study demonstrate that the power of visual content lies not only in its aesthetic aspects, but also in its ability to create sensory stimuli that can influence consumer perceptions and preferences. This indicates that in the context of digital marketing, product visuals function as a "surrogate for direct experience," helping audiences visualize the product's quality before making a purchase. This finding aligns with research Omar, (2020), but this study expands on this by showing that repeated visual consistency also plays a role in strengthening brand recall, not just attracting fleeting attention. Thus, product visualization serves not only as a promotional tool but also as a mechanism for building brand memory.

On the other hand, content that showcases the production process provides an added dimension of transparency not always found in conventional marketing strategies. This transparency has important implications: building consumer trust through exposure of a business's internal processes. These findings suggest that audiences are not only interested in the end result (the product), but also in the processes behind it. This reinforces (Kusumawati et al., 2026). the concept that trust in digital marketing can be built

through information transparency, which ultimately contributes to the formation of perceptions of brand quality and credibility. Thus, transparency is not only an ethical value, but also an effective communication strategy in increasing consumer trust and loyalty.

Audience interaction through comments, stitches, and video responses shows that user engagement is a key factor in expanding content reach. This finding indicates that the success of a content strategy is determined not only by visual quality but also by the business owner's ability to create two-way communication. Unlike traditional, one-way marketing media, TikTok allows the audience to actively participate in the communication process. This situation indicates a shift in the marketing paradigm from "broadcasting" to "interactive engagement." Furthermore, high interaction also contributes to increased visibility through the platform's algorithm, thereby strengthening brand exposure. (Setiawati et al., 2025). Thus, interactions not only impact emotional relationships with consumers, but also have technical implications for content distribution.

When integrated as a whole, the findings of this study indicate that brand awareness on TikTok does not develop in isolation, but rather through a synergy between visual identity, product content, process transparency, and audience interaction. The combination of these four elements produces a multi-layered effect encompassing brand recognition, brand recall, and brand exposure. These findings expand the concept of brand awareness, which previously emphasized exposure, by adding the dimensions of interaction and transparency as key contributing factors. Thus, this study contributes to the evolving understanding that brand awareness in the digital era is built not only through the frequency of exposure but also through the quality of interaction and transparency of information.

Furthermore, the significant increase in sales and customers indicates that the resulting brand awareness has direct implications for business performance. This indicates that brand awareness extends beyond cognitive aspects to purchasing behavior. These findings reinforce the theory that digital marketing communications have the ability to influence consumer decisions more quickly and broadly than conventional media. (Hanjaya et al., 2023). In other words, TikTok not only functions as a medium of exposure, but also as a conversion channel that connects audience attention to purchasing actions.

The content strategy implemented by King Geprek Sumberanyar Paiton through the TikTok platform not only serves as a digital promotional tool but can also be analyzed from the perspective of Islamic business ethics. In Islam, business activities are not solely oriented towards achieving economic profit but must also consider moral values such as honesty, justice, responsibility, and the welfare of all parties involved in the transaction. Therefore, marketing strategies through social media need to consider the principles of Islamic business ethics so that business activities not only provide economic benefits but also reflect the recommended moral values. (Ghinarahma, 2025).

Based on research findings, the principle of honesty (shiddiq) is reflected in content that realistically presents products, including product appearance, manufacturing processes, and presentation. This content presentation, which is not overly explicit, demonstrates businesses' efforts to convey product information transparently to consumers. This practice reflects marketing communications that are non-misleading and strive to maintain consumer trust in the products offered. (Mahyunita et al., 2025). The principle of honesty is in line with the words of Allah SWT in QS. At-Taubah verse 119:

﴿١١٩﴾ الصّٰدِقِيْنَ مَعَ وَكُوْنُوْا لِلّٰهِ اَتْقٰوًا اٰمِنُوْا الَّذِيْنَ يٰٓاَيُّهَا

Meaning: "O you who believe! Fear Allah and be with honest people."

This verse emphasizes that honesty is a fundamental value in all human activities, including trade and marketing practices. In the context of digital marketing, honesty can be demonstrated by conveying product information that reflects actual conditions without visual manipulation or exaggerated claims. Therefore, a content strategy that realistically presents products can increase consumer trust and build a positive business image.

Furthermore, the principle of justice ('adl) is also reflected in the alignment between the set price and the quality of the product received by consumers. Based on interviews, the product prices listed in TikTok content align with the prevailing prices at the business location. This demonstrates that businesses strive to maintain a balance between the value of the product and the price paid by consumers, thus

avoiding any elements of fraud or exploitation in transactions.(Amanu, 2025). The principle of justice is in line with the words of Allah SWT in QS. Al-An'am verse 152:

بِالْقِسْطِ وَالْمِيزَانِ الْكَيْلِ وَأَوْفُوا

Meaning: "And perfect the measures and scales fairly."

This verse emphasizes that all economic activity must be conducted fairly and without harming others. In the context of digital marketing, the principle of fairness can be realized through price transparency, alignment between promotions and product quality, and the provision of information that does not mislead consumers.

Furthermore, the principle of responsibility (amanah) is evident in business interactions with consumers through the comments and video response features. Businesses provide polite, informative, and responsive responses to user questions and feedback. This demonstrates an effort to build good communication and provide clear information about the products offered.(Winarsih & Fasa, 2024)This principle is also in line with the hadith of the Prophet Muhammad SAW:

God willing, God willing, God willing, God willing وَالشُّهَدَاءُ وَالصَّادِقِينَ

Meaning: "Honest and trustworthy traders will be with the prophets, the righteous and the martyrs." (HR. Tirmidhi).

This hadith demonstrates that honesty and responsibility are highly valued values in trade. In digital marketing practices, trustworthiness can be demonstrated through polite communication, prompt responses, and a commitment to providing excellent service.

Upon further analysis, the implemented content strategy also demonstrates alignment with the characteristics of sharia marketing, namely theistic (rabbaniyah), ethical (akhlaqiyah), realistic (al-waqi'iyah), and humanistic (insaniyyah). The theistic aspect is reflected in the business actors' awareness of conducting their business in accordance with Islamic values. The ethical aspect is evident in the commitment to conveying product information honestly. The realistic aspect is evident in the presentation of content that depicts business conditions as they are without excessive manipulation.(Faisal & Rohimatin, 2024). while the humanistic aspect is reflected in the communication approach that values consumers as partners.

Overall, these findings indicate that TikTok's content strategy, which includes product visuals, production process transparency, and audience interaction, is not only effective in building brand awareness but also aligns with the principles of Islamic business ethics. The application of honesty, fairness, and responsibility does not diminish marketing effectiveness but instead strengthens consumer trust and enhances business credibility. Thus, digital marketing through social media can be both effective and ethical, contributing to long-term business sustainability.(Ridha et al., 2023).

CONCLUSION

Based on the research results, it can be concluded that the TikTok content strategy implemented by King Geprek Sumberanyar Paiton is able to effectively build brand awareness through a combination of consistent account identity, attractive product visual content, production process transparency, and active interaction with the audience. The formation of brand awareness is reflected in the audience's increased ability to recognize the brand (brand recognition), remember the brand (brand recall), and expand the reach of content (brand exposure). Furthermore, increased brand awareness also has a significant impact on business performance, as demonstrated by increased sales, number of consumers, and turnover after utilizing TikTok as a digital marketing medium.

From an Islamic business ethics perspective, the implemented content strategy reflects the principles of honesty (shiddiq), justice ('adl), and responsibility (amanah). Realistic product presentation, price alignment with product quality, and positive consumer response demonstrate that digital marketing activities can be conducted ethically without compromising their effectiveness. These findings confirm that integrating digital marketing strategies with Islamic business ethics values not only increases consumer trust but also supports long-term business sustainability.

Based on the research findings, it is recommended that businesses, particularly MSMEs, optimize the use of TikTok not only as a promotional medium but also as a means of building interactive and sustainable communication with consumers. Businesses also need to maintain consistent brand identity, improve the quality of visual content, and maintain transparency in delivering product information. Furthermore, the application of Islamic business ethics principles needs to be continuously maintained as a foundation for digital marketing activities to increase credibility and consumer trust. For future researchers, it is recommended to expand research by involving more subjects or comparing several social media platforms to gain a more comprehensive understanding of digital marketing strategies and their implications for business performance.

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