

# Analysis of the Application of DAGMAR Theory in Dhila Food's Digital Marketing Strategy via TikTok

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## ABSTRACT

**Objective:** This study aims to analyze the application of the DAGMAR (Defining Advertising Goals for Measured Advertising Results) theory in the digital marketing strategy of Dhila Food through the TikTok platform. The background of this research is based on the increasing use of social media by SMEs as a promotional tool to expand market reach and build stronger engagement with consumers, with TikTok chosen for its fast content distribution and interactive features. **Method:** This study uses a qualitative method with data collected through interviews, observations, and documentation. **Results:** The findings indicate that Dhila Food's digital marketing strategy can be explained through the five stages of the DAGMAR theory: unaware, awareness, comprehension and image, attitude, and action. Consistent content uploads, the publication of On the Road schedules, live streaming activities, and documentation of customer queues are key factors in raising awareness, strengthening brand image, and fostering positive attitudes, which ultimately lead to purchase actions. **Novelty:** Thus, the application of DAGMAR in Dhila Food's digital marketing strategy via TikTok has proven effective in increasing consumer interest and enhancing brand image.

## INTRODUCTION

Marketing is a crucial element that cannot be separated from business activities. Marketing is a system of socio-economic activities based on the creation and distribution of valuable products that can meet the needs of individuals and society by providing freedom to others [1]. This process involves various aspects, ranging from understanding consumer behavior to utilizing the latest technology to reach a wider market. Over time, marketing strategies have shifted from conventional methods to more innovative and integrated approaches. Particularly since the early 2000s, digital marketing has shown significant development and become a vital part of modern business strategy [2].

Advances in information technology have given rise to various new forms of communication media, one of which is social media. Social media is an internet-based digital platform that allows users to share information, communicate, and disseminate content widely and quickly. Businesses utilize social media as a means to introduce products, establish two-way communication with consumers, and build brand image. Social media's easy access, interactive nature, and broad reach make it part of the transformation of how people communicate and market products in today's digital age.

In general, marketing communications are efforts undertaken in marketing activities using various communication techniques to convey information to a wide audience, with the aim of supporting the achievement of company goals, particularly in increasing profits [3]. Digital marketing is a marketing approach that utilizes digital technology, especially the internet, to promote goods or services and reach a wider

audience. Digitization is the process of converting information into a digital format that can be easily stored, accessed, and used through computers and other electronic devices [4]. The rapid development of digital technology has created various new opportunities in the marketing field, as well as offering innovative alternatives for promoting products and services [5].

One of the main goals of digital marketing and communication activities is to foster consumer interest in the products offered. Purchase interest can be defined as a behavioral tendency that arises when consumers are stimulated by external factors, then decide to make a purchase based on their personal characteristics and decision-making process [6]. Consumer purchasing desire arises when a company's promotions effectively convey information, and the products offered align with consumer tastes and needs [7]. Consumers may express interest in a product or service, but this does not always translate into a purchase decision [8].

Digital marketing continues to experience rapid progress in line with changes in technology and consumer behavior. Marketing methods that previously focused on conventional advertising have now shifted to more interactive and accessible digital media. Digital marketing no longer limited to marketplaces or online stores; it now encompasses various social media platforms that have become part of people's daily lives. One platform that is increasingly dominant in digital marketing is TikTok. With its engaging short-video format and algorithms that enable viral content, TikTok is used not only as an entertainment medium but also as an effective marketing tool for various types of businesses.

Dhila Food is a Micro, Small, and Medium Enterprise (MSME) in the culinary sector founded in October 2023 by Ummi Fadhilatul Umah. Located in Kesamben Kulon RT 06 RW 06, Wringinanom District, Gresik Regency, East Java. Dhila Food utilizes social media, particularly the TikTok platform, as the primary means to promote and market its products. With its excellence in combining creativity and adapting to evolving culinary trends, Dhila Food has become a favorite choice for spicy food lovers. Dhila Food's products are known for their distinctive flavors and uniqueness, always following viral menus that are currently popular with the public, making it an innovative MSME that is relevant to the needs of today's consumers.

Dhila Food implements an innovative marketing strategy by maximizing the use of the TikTok platform through the @dhilafood account. To date, the account has successfully attracted the attention of more than 146.7 followers, with an average number of viewers ranging from 10.000 to 141.000 and this number continues to increase along with the popularity of the content it presents. The @dhilafood TikTok account serves as the main channel for conveying various information and business activities. The focus of this account is to create content that shows the production process transparently, from the preparation stage to the finish. In addition, this account also plays a role in informing locations that will be used for selling on the road. On The Road (OTR) is a marketing and product distribution strategy that is carried out by moving from one location to another,

not staying in one particular place, making it easier for consumers to find out the schedule and point of sale directly.

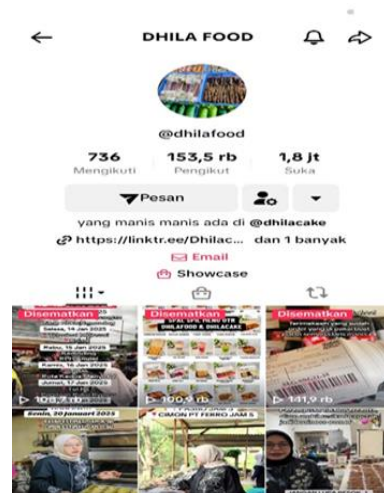


Figure 1. Official account @dhilafood

TikTok's user-friendly features make it a highly attractive option for businesses, both in reaching the younger generation active on the platform and the older generation increasingly interested in interacting with various creative content. Teenagers tend to use this app to fill their free time, as it falls into the audio-visual category, meaning it presents content in the form of images and sounds [9]. Chinese company ByteDance first launched a platform called Douyin with short-form content before launching this app [10]. TikTok generally differs from other social media platforms, emphasizing a more spontaneous and natural style compared to YouTube and Instagram [11]. In the past six years, the number of TikTok users in Indonesia has increased nearly 15-fold, reaching 10 million users since 2018 and 157.6 million in 2024 [12].

The rapid growth of TikTok in recent years has transformed the landscape of digital marketing. Not only has it become a platform for sharing creative content, but TikTok has also evolved into a strategic medium to expand market reach and increase sales, including for SMEs. SMEs play a significant role in the national economy [13]. According to the Association of Southeast Asian Nations (ASEAN) Investment Report released in September 2022, Indonesia has the highest number of SMEs among ASEAN member countries [14]. With the help of the Internet, small businesses can now implement marketing strategies and carry out many other activities more easily. One of the benefits of the Internet is that it facilitates product sales at a relatively low cost [15].

Previous research on digital marketing serves as a reference for a deeper understanding of digital marketing strategies and their impact on consumer interest. First, a study entitled "*Analysis of Marketing Strategies Using Digital Marketing and Delivery for Crispy Kemeklah Banana Customers*" [16]. This study describes a marketing strategy that utilizes digital marketing and delivery services to increase purchases or sales, focusing on Crispy Kemeklah Banana products.

Second, a study entitled "*Implementation of Digital Marketing Strategies to Increase Revenue Using a SWOT Analysis Approach from a Sharia Marketing Perspective at the*

*Fihadaessie Store in Surabaya*" [17]. This study highlights the importance of implementing internet technology in promoting products and reaching consumers more widely and efficiently. Using a SWOT analysis, this study identifies the strengths, weaknesses, opportunities, and threats facing the store in the context of sharia marketing. The results indicate that the Fihadaessie Store successfully implemented digital marketing strategies through social media platforms such as WhatsApp, Instagram, Shopee, and TikTok, contributing to increased sales.

Third, the study entitled *"Digital Marketing Strategies for SMEs in Women's Fashion and Accessories"* [18]. examines the importance of implementing digital marketing strategies to enhance brand visibility and recognition in the digital marketplace. This research highlights how training provided to SMEs, particularly Rayn Fashion, was able to increase sales through the use of online advertising, special promotions, and creative content. By utilizing social media platforms and collaborating with influencers, Rayn Fashion successfully reached a larger customer base and significantly improved sales conversions.

Fourth, the study entitled *"Analysis of Digital Marketing Content on Consumer Purchase Decisions of TikTok Users among University Students in Bandung, Indonesia"* by Afifah Indira Amanda Maharani [19]. employed a quantitative approach using a survey method, involving student respondents who were active TikTok users. The analysis revealed a positive and significant influence between digital marketing content and purchase decisions, indicating that the more attractive and relevant the content presented, the higher the likelihood that consumers would make a purchase.

Fifth, the study entitled *"The Effectiveness of Endorsements on The Originote's Brand Awareness"* by Kayla Rifa Atala and Siti Komsiah [20]. applied the DAGMAR (Defining Advertising Goals for Measured Advertising Results) theoretical model to measure the effectiveness of communication strategies in increasing brand awareness. This research used an explanatory quantitative approach with a survey method involving 100 respondents who followed the TikTok account @theoriginote. The findings show that endorsements have a positive and significant effect on brand awareness, with a coefficient of determination of 53.1%. These results reinforce that the use of endorsements through social media is effective in enhancing consumer brand awareness.

Sixth, the study entitled *"Digital Marketing Strategies and SMEs Performance in Tanzania: Insights, Impact, and Implications"* [21]. examines the interrelated nature of digital marketing strategies, which include search engine optimization, content marketing, social media marketing, email marketing, influencer marketing, paid advertising, and data analytics, along with the performance of small and medium enterprises (SMEs) in Tanzania. The research evaluates various performance indicators such as sales growth, market share, and market development. This study emphasizes the potential benefits of digital marketing for SMEs in Sub-Saharan Africa, particularly in Tanzania. The findings show that the comprehensive implementation of digital marketing strategies allows SMEs to compete more effectively with large companies in marketing their products and services, thereby strengthening their competitive advantage.

This research applies the DAGMAR Theory. The DAGMAR Theory was introduced by Russell H. Colley in 1961 through his seminal work *"Defining Advertising Goals for Measured Advertising Results,"* which has become a fundamental reference in the field of advertising. The book presents a systematic approach to designing and evaluating advertisements, emphasizing the importance of having specific and measurable objectives that are directly oriented toward achieving certain outcomes. Thus, every advertisement should be designed not only to attract attention but also to guide consumers through various stages, from unawareness to the decision to make a purchase [22].

The DAGMAR model has become a widely recognized framework in marketing due to its ability to evaluate advertising effectiveness through the concept known as the hierarchy of effects. This hierarchy illustrates the step-by-step process that consumers undergo when exposed to advertising campaigns, starting from Unaware, Aware, Comprehension & Image, Attitude, and finally Action.

a. Unaware

At this initial stage, the audience or potential consumers are not yet aware of the existence of the product or brand. They remain in a state of unawareness regarding its presence or benefits.

b. Aware

At this stage, consumers begin to recognize the brand or product, but their knowledge is still limited to basic awareness without deeper understanding.

c. Comprehension & Image

Here, consumers start to gain a deeper understanding of the product or brand, including its features and benefits, while also forming their perceptions of the brand.

d. Attitude

Once comprehension is established, consumers develop certain attitudes or perceptions toward the brand, which may be positive, negative, or neutral.

e. Action

The final stage occurs when consumers take the expected action, such as making a purchase, using the offered service, or recommending the product to others.

This research aims to describe and analyze the digital marketing strategies implemented by Dhila Food through the TikTok platform to increase consumer interest in its products. Within this model, the purpose of advertising is to deliver persuasive messages that are clear and easy to understand, enabling the effectiveness of the advertisement to be more accurately measured [20].

The novelty of this study lies in the application of the DAGMAR theory within the digital marketing strategies of culinary SMEs through TikTok. While DAGMAR has mostly been applied in studies of public service announcements or large-scale commercial campaigns, its use in the context of SMEs, particularly in the culinary sector, remains limited. This study contributes by mapping the step-by-step persuasive communication process from unawareness to action in Dhila Food's digital marketing practices. Another novelty is shown through the integration of digital communication

strategies which include video content, live streaming, consumer interaction, and the utilization of TikTok Shop with offline sales strategies through the *On the Road (OTR)* program. This integration broadens the scope of DAGMAR's application and introduces an adaptive dimension through the provision of alternative products in the form of packaged chili sauce for out-of-town consumers who cannot access OTR locations. Thus, this study not only enriches the theoretical discussion on the use of DAGMAR in digital marketing contexts but also provides practical implications for culinary SMEs in designing persuasive and cross-channel integrated communication strategies.

## RESEARCH METHOD

This study applies a descriptive qualitative method using the DAGMAR (Defining Advertising Goals for Measured Advertising Results) theory as its approach. Descriptive qualitative research is a type of study that employs qualitative data to describe and analyze social phenomena or specific conditions. Research with a descriptive type aims to portray and interpret the object as it is [23].

Data collection was conducted through interviews, observation, and documentation. Interviews were carried out with the owner of Dhila Food, consumers, employees, as well as live streaming hosts to obtain various perspectives regarding the implemented marketing strategies. In addition, the researcher also conducted observations of promotional activities carried out through TikTok and collected documentation as supporting data to ensure the strength and completeness of the obtained information.

The researcher employed the Miles and Huberman data analysis method, a systematic approach for qualitative data analysis. In this study, the analysis process consists of several interrelated steps, such as data collection, data reduction, data display, and conclusion drawing or verification. This study also applied source triangulation as a technique to measure data validity. Source triangulation refers to the process of examining data obtained from various informants [24]. By combining data from multiple sources, including in-depth interviews with the owner of Dhila Food, consumers, employees, and live streaming hosts, as well as direct observation of published content, the researcher was able to ensure that the information obtained was comprehensive and accurate.

## RESULTS AND DISCUSSION

### *Results*

This study employs the DAGMAR (Defining Advertising Goals for Measured Advertising Results) theory approach, which consists of five stages: Unaware, Aware, Comprehension and Image, Attitude, and Action. The following presents the results of the analysis based on interviews conducted with the owner, employees, TikTok hosts, and consumers of Dhila Food.

## 1. Unaware

The Unaware stage in the DAGMAR theory represents the initial phase of marketing communication when the audience is completely unfamiliar with a particular product or brand. At this stage, the main focus of the company is to establish existence and attract the initial attention of consumers. The strategies employed are usually simple, with the aim of building a foundation for the brand to begin gaining recognition and consideration.

In the context of Dhila Food, this stage began when the business was established in October 2023 in Kesamben Kulon Village, Wringinanom District, Gresik Regency. At that time, the Dhila Food brand was not yet widely recognized by the public, and product introduction was limited to personal social networks such as friends and family.

*"At first, we introduced the product through friends and family, then started making simple videos on TikTok." (Umi Fadhilatul Umah, March 19, 2025).*

This condition indicates that the initial promotion still relied on interpersonal social interactions and had not yet fully utilized digital media. Brand awareness grew primarily through word of mouth, while the brand identity had not yet been strongly embedded in the minds of consumers. This emphasizes that Dhila Food, at the Unaware stage, was still in the early penetration phase before later shifting to a more targeted digital strategy through TikTok.

## 2. Aware

The Awareness stage in the DAGMAR theory is the phase when consumers begin to recognize the existence of a brand after being exposed to marketing communication. The main objective is to build brand awareness through consistent messages that are relevant to the characteristics of the audience.

In the case of Dhila Food, awareness started to develop after the business owner actively utilized TikTok as a promotional medium. The created content showcased activities ranging from production to sales and followed culinary trends that were going viral.

*"We created content about the cooking process, announcements of locations to be used for on the road sales, and participated in trending content on TikTok." (Umi Fadhilatul Umah, March 19, 2025).*

Another effective strategy was live streaming sessions. Dhila Food's host, Nurul, emphasized the importance of engaging titles, clear descriptions, the use of visual effects, and direct interaction with the audience.

*"I use engaging titles and clear descriptions of the products to be displayed. I also create interesting content, apply special effects, and interact directly with the audience through comments or chat." (Nurul, March 20, 2025).*

From the consumer's perspective, this strategy succeeded in attracting attention because it felt familiar with promotional trends already circulating.

*"I was quite interested in Dhila Food because its marketing strategy was almost the same as Irine's fruit shop, which was also viral at the time." (Yati, March 21, 2025).*

This statement demonstrates that consumers began to recognize and develop interest in Dhila Food through similarities in promotional patterns with other viral brands, thereby strengthening brand awareness using visual approaches and contemporary trends.

### 3. Comprehension & Image

The Comprehension and Image stage in the DAGMAR theory is the phase when consumers not only become aware of the existence of a product but also begin to understand its values, characteristics, and advantages. In this stage, consumers also start forming an image of the brand based on the information they receive, either through the content they consume directly or from the experiences of other users. The communication strategy at this stage aims to ensure that consumers gain a comprehensive understanding of the product's benefits and develop a positive perception of the brand.

In its implementation, Dhila Food utilizes the TikTok platform to build comprehension and brand image through regularly presented visual content. The content not only displays the production process but also explains the added value of the product and demonstrates real interactions with consumers through the live streaming feature.

Dhila Food's owner, Umi Fadhilatul Umah, explained that the brand aims to build an image of being a contemporary culinary product that resonates with the preferences of young people while maintaining quality and the halal status of its ingredients. She stated:

*"Dhila Food is a trendy, spicy, and addictive food that suits all groups of people. We want them to know that our product is not only viral but also delicious, halal, and made with fresh ingredients."* (Umi Fadhilatul Umah, March 19, 2025).

Content presented during live streaming sessions also strengthens the audience's comprehension of the product. Through live broadcasts, the host not only showcases the product visually but also explains its benefits and business potential. Dhila Food's TikTok host, Nurul, explained:

*"I want to convey to the audience that Dhila Food's products are high-quality, delicious, have strong market value, and are profitable if used as a business idea."* (Nurul, March 20, 2025).



Figure 2. Live streaming Dhila Food on TikTok

This figure illustrates the live streaming activity conducted by the Dhila Food host through the official TikTok account. In this session, the host introduces various processed products such as *Sambal Bakar* and *Saos Ayam Ricis* to the audience, while also explaining their composition, advantages, and benefits. This strategy is intended not only to increase purchase interest but also to strengthen consumer comprehension of the quality and value of the products.



**Figure 3.** Consumer Queue and On The Road Sales Schedule Information

This figure depicts the long queue of consumers during Dhila Food's direct selling activity (On The Road). Dozens of people are shown waiting for their turn to purchase products, which, according to the video caption, were sold out in only 30 minutes. This phenomenon reflects the high level of interest and trust from the public toward Dhila Food's products, while also demonstrating that marketing strategies through social media are capable of driving audiences to be physically present at the sales location.

In addition to highlighting the enthusiasm of buyers, the video also provides information regarding the next sales schedule, including the time and location where the Dhila Food team would sell the following day. This information forms part of the communication strategy consistently carried out by Dhila Food to maintain engagement with its consumers.



**Figure 4.** Dhila Food On The Road (OTR) Sales Schedule During Ramadan

These findings are consistent with the study conducted by Maulidiyah, Rahmawati, Lailiyah, and Wildan [25] which demonstrated that creative and interactive content on TikTok is effective in building brand awareness while simultaneously strengthening the positive image of SMEs, particularly through authentic visuals and direct interaction with consumers. The study emphasizes that digital marketing strategies highlighting user engagement, such as live streaming and consistent publication of visual content, can enhance perceptions of brand quality and credibility. In this way, consumers not only receive information passively but also experience emotional involvement that fosters the formation of a positive brand image. This is relevant to Dhila Food's strategy, in which the use of live streaming, documentation of consumer queues, and publication of On The Road schedules not only deliver factual information but also provide real experiences that reinforce consumer understanding and trust in the brand.

#### **4. Attitude**

The Attitude stage in the DAGMAR theory refers to the formation of consumer attitudes and beliefs toward a product after understanding the information received. At this phase, marketing communication aims to instill a positive impression so that consumers develop emotional interest and trust in the brand.

Dhila Food builds positive attitudes through consistent visual content on TikTok, direct interaction during live streaming, and consumers' real experiences with the products. The business owner emphasized that regular content creation can establish emotional connections with the audience:

*"We strongly believe that consistent and engaging content can build an emotional relationship with the audience."* (Umi Fadhilatul Umah, March 19, 2025).

This strategy was reinforced by Dhila Food's TikTok host, who stated that two-way interaction during live streaming makes the audience more confident to purchase:

*"Interaction during live streaming can influence the audience's positive attitude toward the Dhila Food brand. They feel more confident to buy the product after seeing it directly."* (Nurul, March 20, 2025).

From an internal perspective, Dhila Food's employee explained that consumers demonstrated high enthusiasm, even willing to wait in long queues, which served as tangible evidence of the formation of positive attitudes toward the brand:

*"It has quite an influence, as proven by the fact that they are willing to stand in long queues to get our products."* (Yoggy, March 22, 2025).

Overall, at the Attitude stage, Dhila Food successfully fostered consumer trust and interest through a combination of consistent content, direct interaction, and real consumer experiences, thereby strengthening the brand's positive image in the eyes of the audience.

#### **5. Action**

The Action stage in the DAGMAR theory signifies the moment when consumers take concrete actions, ranging from purchasing to recommending a product. At this phase, marketing communication is directed toward converting interest into purchase

decisions by removing transactional barriers and creating urgency through direct calls-to-action and ease of access.

Dhila Food implemented this stage through a combination of digital strategies and direct distribution. The business owner emphasized that explicit calls-to-action were consistently integrated into the content:

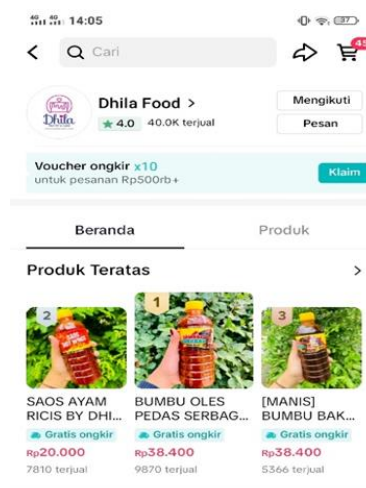
"We often include a call-to-action at the end of the video, such as 'Buruan diserbu rek' (Hurry, grab it now!)." (Umi Fadhilatul Umah, March 19, 2025).

Additionally, Dhila Food ensured that orders could be placed easily, whether through the link in the TikTok bio, WhatsApp, or TikTok Shop:

"We make sure the order link is easy to find in the bio, and the ordering system via WhatsApp runs quickly." (Umi Fadhilatul Umah, March 19, 2025).

From an operational perspective, Dhila Food's employee highlighted that consumer curiosity needs to be built first to drive purchasing behavior. The On The Road strategy also served as an effective approach to directly connect the products with consumers:

"The best step is to make them curious about our product and maintain consistent taste quality. Our initiative is to come directly to their area so it is easier for them to buy our products, or they can also purchase through resellers." (Yoggy, March 22, 2025).



**Figure 5.** The sale of Dhila Food products on TikTok Shop

This image displays the official storefront of Dhila Food on TikTok Shop. Customer satisfaction is recorded at 4.0 out of 5.0, with best-selling products including *Bumbu Oles Pedas Serbaguna* (9,870 units sold), *Saos Ayam Ricis* (7,810 units sold), and *Bumbu Bakar Manis* (5,366 units sold).

These data indicate that Dhila Food has not only succeeded in building brand awareness but also in driving concrete consumer actions in the form of purchases. The utilization of interactive content, live streaming features, and the provision of direct purchase links enable consumers to complete transactions quickly and conveniently, thereby enhancing the effectiveness of conversion strategies in digital marketing.

## *Discussion*

Overall, the analysis demonstrates that the implementation of Dhila Food's digital marketing strategy through TikTok, based on the DAGMAR theory, reflects a systematic development of marketing communication, beginning from the Unaware stage to the Action stage. In the initial phase, Dhila Food was only recognized within limited social networks such as friends and family, resulting in low brand awareness. Over time, the utilization of TikTok at the Awareness stage played a crucial role in expanding audience reach. Consistent and trend-relevant content, supported by live streaming, successfully attracted consumer attention, particularly among the younger generation as the main target audience.

This process further developed in the Comprehension and Image stage, which became the most dominant phase of Dhila Food's strategy. Through visual evidence such as live streaming, structured sales schedules, and consumer queue documentation, Dhila Food not only conveyed product information but also built credibility and a positive image as a culinary MSME that is both professional and well-received by the public. This stage is crucial since consumers' comprehensive understanding of the product directly contributes to shaping positive attitudes in the subsequent phase.

At the Attitude stage, consumer perceptions were shaped through trust, loyalty, and enthusiasm. This was influenced by consistent content delivery, two-way interaction during live streaming, as well as direct consumer experiences that demonstrated product quality and service. Such positive attitudes eventually transformed into tangible actions at the Action stage. Consumers not only became aware of Dhila Food but also proceeded to make purchases through various channels, both digital (TikTok Shop and WhatsApp) and direct distribution (On the Road). This success was further reflected in sales data, which recorded high transaction volumes for certain products and notable levels of customer satisfaction.

Thus, it can be concluded that Dhila Food's digital marketing strategy through TikTok not only succeeded in building awareness but also created a holistic consumer experience that fostered understanding, strengthened brand image, and guided consumers toward purchase decisions. The dominance of the Comprehension and Image stage emerges as a key factor differentiating the effectiveness of this strategy, as the positive image established at this stage serves as the foundation for consumers to build strong attitudes and take concrete actions. This highlights that the strength of Dhila Food's digital marketing does not merely lie in brand introduction but in its ability to create an authentic and credible image, which ultimately sustains business growth and broadens its consumer base.

## **CONCLUSION**

**Fundamental Finding :** This study analyzes the application of the DAGMAR theory in Dhila Food's digital marketing strategy through the TikTok platform. Based on the findings, it was identified that the implementation of all five DAGMAR stages (unaware, awareness, comprehension and image, attitude, and action) has been carried

out progressively by Dhila Food. In the unaware stage, consumers who were previously unfamiliar with the brand were first introduced through simple TikTok content. The awareness stage demonstrated an increase in brand recognition through consistent uploads and live streaming activities. The comprehension and image stage emerged as the most dominant phase, where consumers gained a thorough understanding of the product while simultaneously developing a positive brand image through sales schedules, documentation of consumer queues, and customer testimonials. In the attitude stage, a positive shift was observed, marked by the growth of consumer trust and confidence in Dhila Food's product quality. The final stage, action, was reflected in purchase decisions, either through direct buying during the On the Road program or through packaged sambal products for out-of-town consumers. **Implication** : The results of this study indicate that Dhila Food's digital marketing strategy via TikTok has effectively increased brand awareness, strengthened positive brand image, and encouraged consumer purchase decisions, with the comprehension and image stage serving as the most dominant emphasis. This implies that the structured use of the DAGMAR framework can be a valuable guide for SMEs in enhancing engagement, trust, and consumer action through social media platforms. **Limitation** : However, while the findings highlight the effectiveness of the five DAGMAR stages in the case of Dhila Food, the study is limited to the context of one SME and one social media platform, TikTok. This limitation suggests that the generalizability of the results to other industries, brands, or platforms may not be guaranteed, and differences in consumer behavior across sectors could influence the outcomes of similar strategies. **Future Research** : Future research should therefore expand the scope by analyzing the application of the DAGMAR theory in various SMEs across different industries and social media platforms, enabling broader conclusions about its effectiveness. Moreover, longitudinal studies could explore the sustainability of consumer engagement and purchase behavior over time, offering deeper insights into the long-term impact of digital marketing strategies guided by DAGMAR.

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