

## ABSTRAK

Perkembangan pemasaran digital mendorong UMKM memanfaatkan TikTok sebagai media promosi melalui konten berbayar (TikTok Ads) dan konten organik. Namun, belum diketahui secara pasti apakah TikTok Ads lebih efektif dibandingkan konten organik berdasarkan data analytics konten. Penelitian ini bertujuan untuk menganalisis perbedaan efektivitas TikTok Ads dan konten organik terhadap kinerja analytics konten pada akun TikTok Harta Florist yang meliputi *views*, *likes*, *comments*, *shares*, dan *engagement rate*. Penelitian menggunakan pendekatan kuantitatif dengan metode komparatif. Data berupa 36 konten TikTok yang diperoleh dari TikTok Analytics, terdiri dari 18 konten Ads dan 18 konten organik. Analisis dilakukan menggunakan statistik deskriptif, uji normalitas Shapiro–Wilk, dan uji Mann–Whitney U. Hasil penelitian menunjukkan bahwa terdapat perbedaan yang signifikan pada variabel *views*, *likes*, dan *shares*, di mana konten TikTok Ads memiliki performa lebih tinggi dibandingkan konten organik. Namun, tidak terdapat perbedaan yang signifikan pada variabel *comments* dan *engagement rate*. Secara umum, TikTok Ads efektif dalam meningkatkan visibilitas dan interaksi awal, tetapi kualitas keterlibatan audiens tetap dipengaruhi oleh kreativitas konten.

Kata kunci: TikTok Ads, Konten Organik, Analytics Konten, *Engagement Rate*, UMKM.

## **ABSTRACT**

*The development of digital marketing has encouraged Micro, Small, and Medium Enterprises (MSMEs) to utilize TikTok as a promotional platform through paid content (TikTok Ads) and organic content. However, it remains unclear whether TikTok Ads are more effective than organic content when measured using content analytics data. This study aims to analyze the differences in effectiveness between TikTok Ads and organic content on the TikTok account of Harta Florist based on content analytics performance, including views, likes, comments, shares, and engagement rate. This research employed a quantitative approach with a comparative method. The data consisted of 36 TikTok contents obtained from TikTok Analytics, including 18 paid contents and 18 organic contents selected using purposive sampling. Data were analyzed using descriptive statistics, the Shapiro–Wilk normality test, and the Mann–Whitney U test. The results indicate significant differences in views, likes, and shares, where TikTok Ads demonstrate higher performance compared to organic content. However, no significant differences were found in comments and engagement rate. Overall, TikTok Ads are effective in increasing visibility and initial interactions, while audience engagement quality remains influenced by content creativity.*

*Keywords: TikTok Ads, Organic Content, Content Analytics, Engagement Rate, MSMEs, Digital Marketing.*