



# Can TikTok Reveal MSMEs Activity?

DESIGNING A STAGE I OF  
MACHINE LEARNING  
APPROACH TO TRACK MSMEs  
ONLINE PRESENCE

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## Background

Micro, Small, and Medium Enterprises (MSMEs) contribute over 60% to Indonesia's Gross Domestic Product (GDP) and employ nearly 97% of its workforce. Yet, traditional monitoring through surveys is slow and resource-intensive. With over 126 million TikTok users in Indonesia, social media offers a promising but underutilised avenue to observe MSME activity in real time.

## Aims and Questions

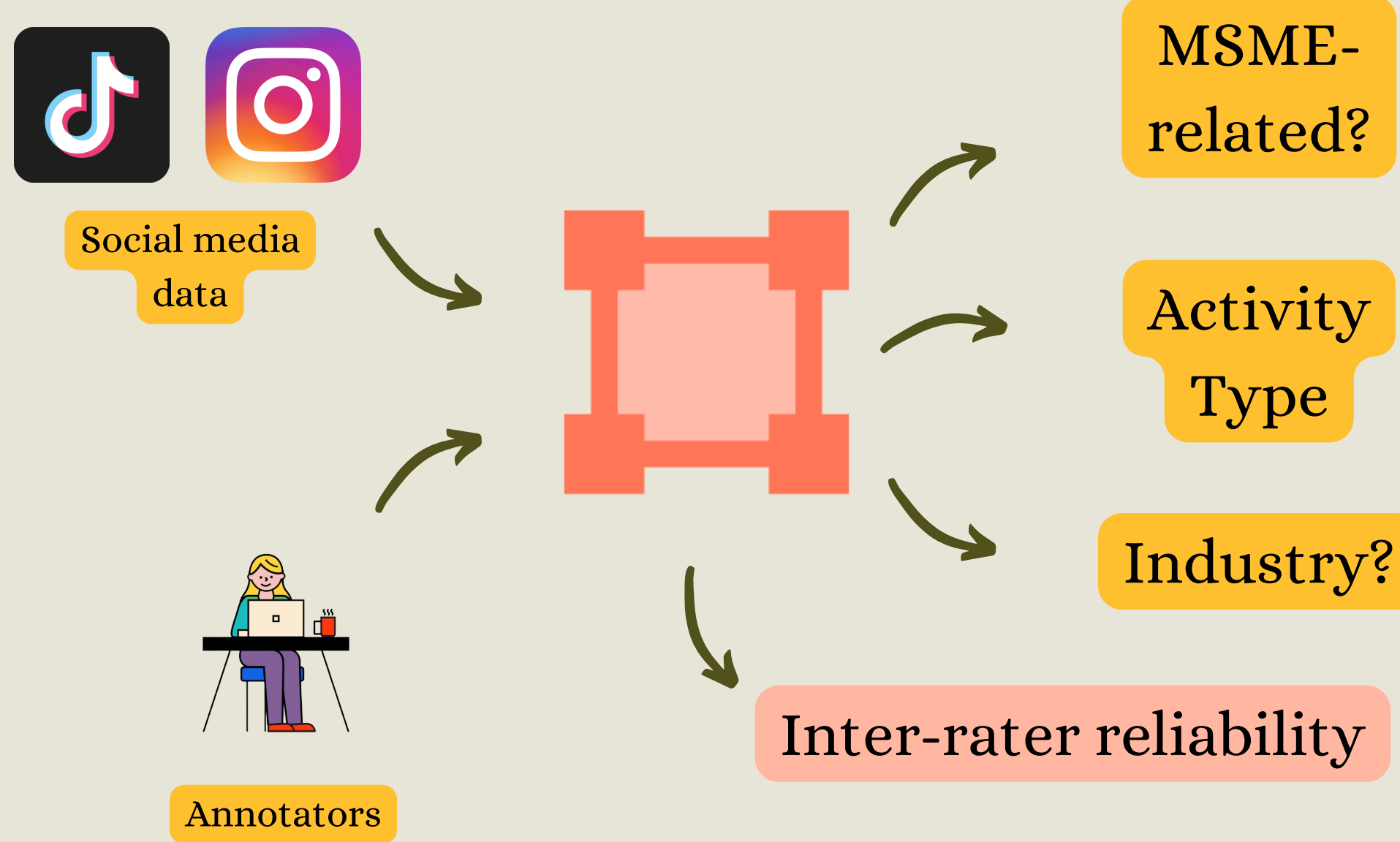
Explore the use of social media, particularly TikTok, by MSMEs in Indonesia and design a machine learning approach to track their online presence.

### Research Questions:

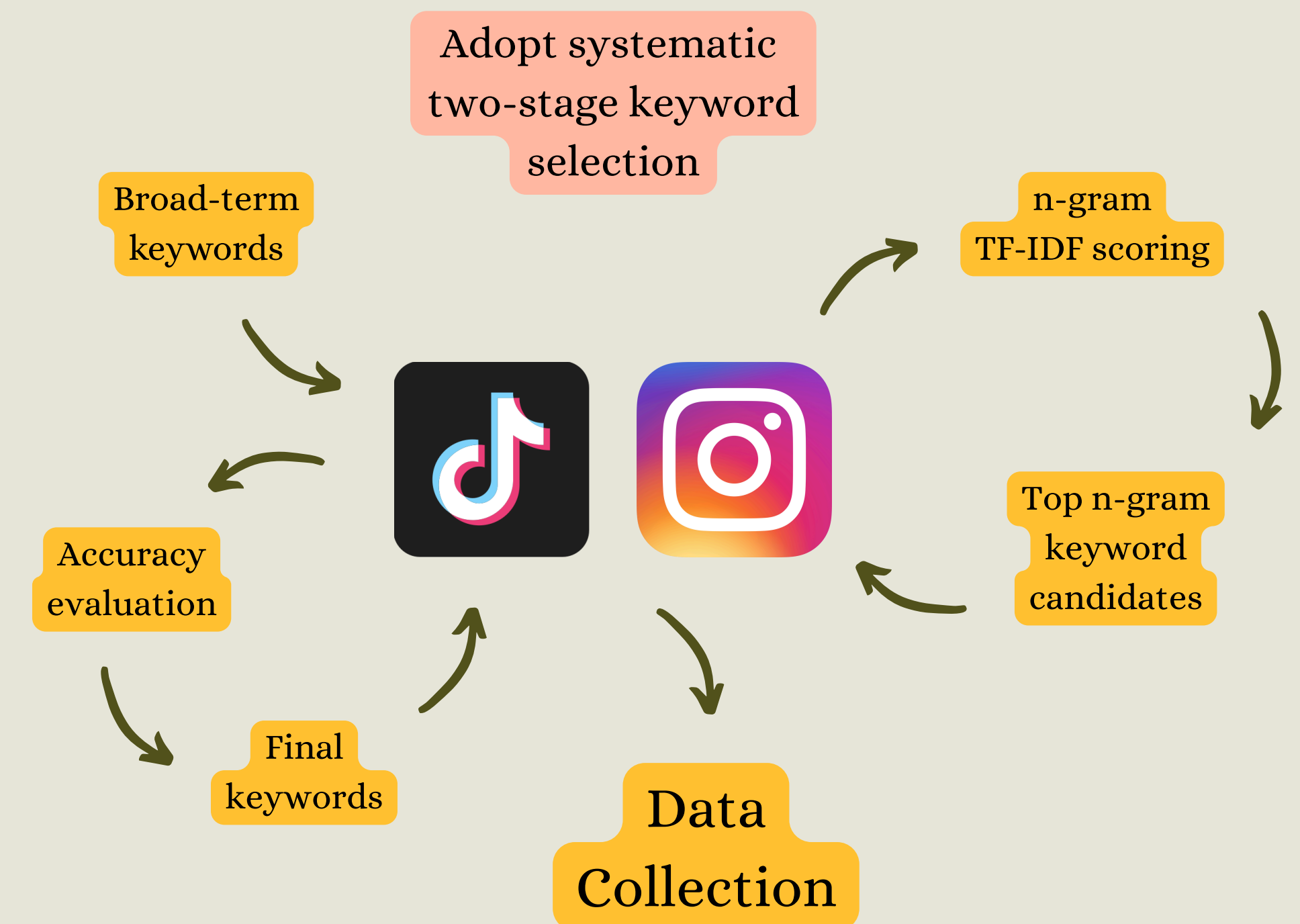
- How are MSMEs in Indonesia using TikTok to promote and engage with their audience?
- How can machine learning be designed to classify MSME-related content and detect business activities on TikTok?

- This poster presents Stage I of the MSaME Digital Presence Assessment in Indonesia, focusing on classification model development.
- Industry Scope: Culinary, Fashion and Crafts.

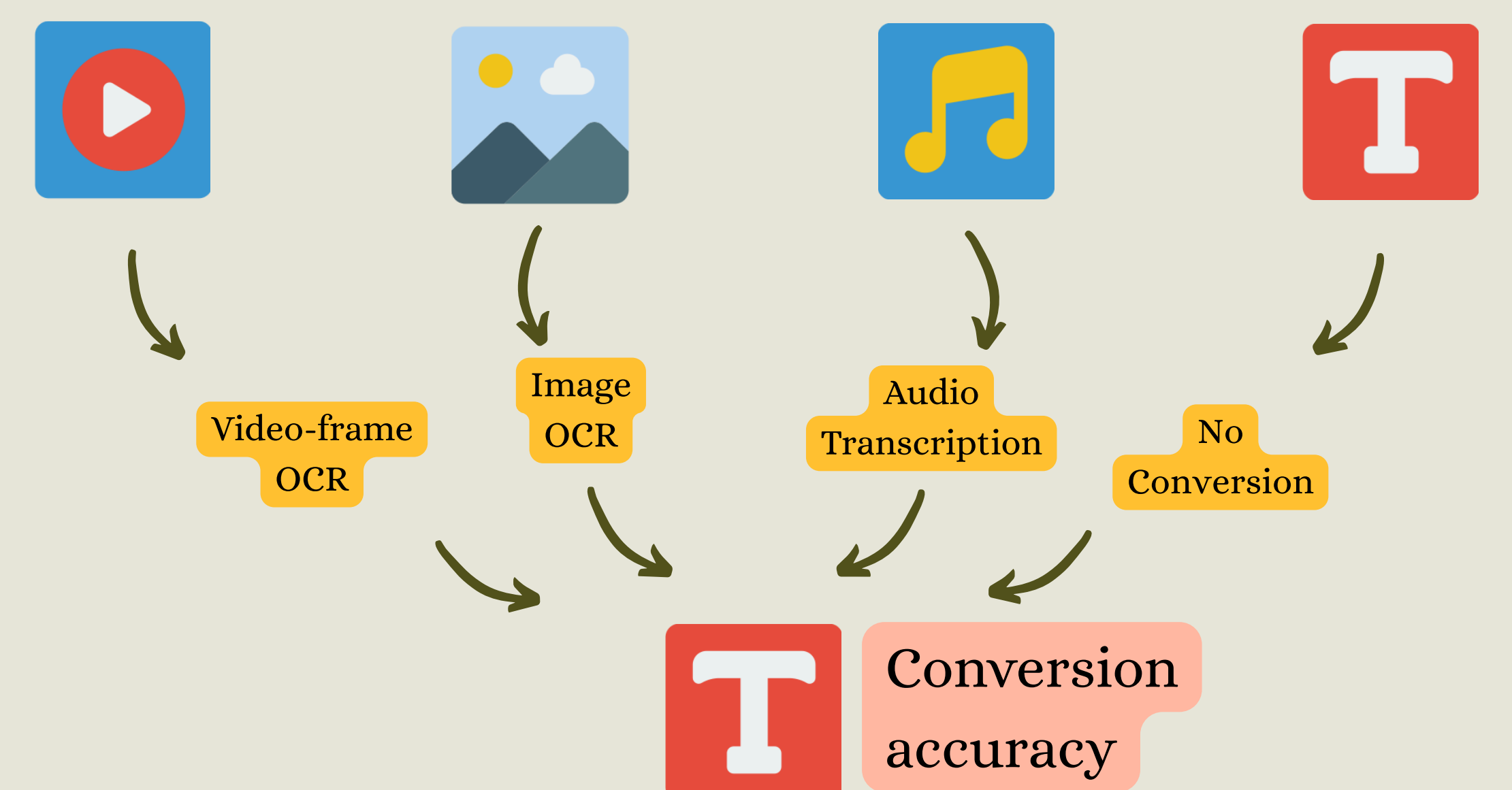
## DATA ANNOTATION



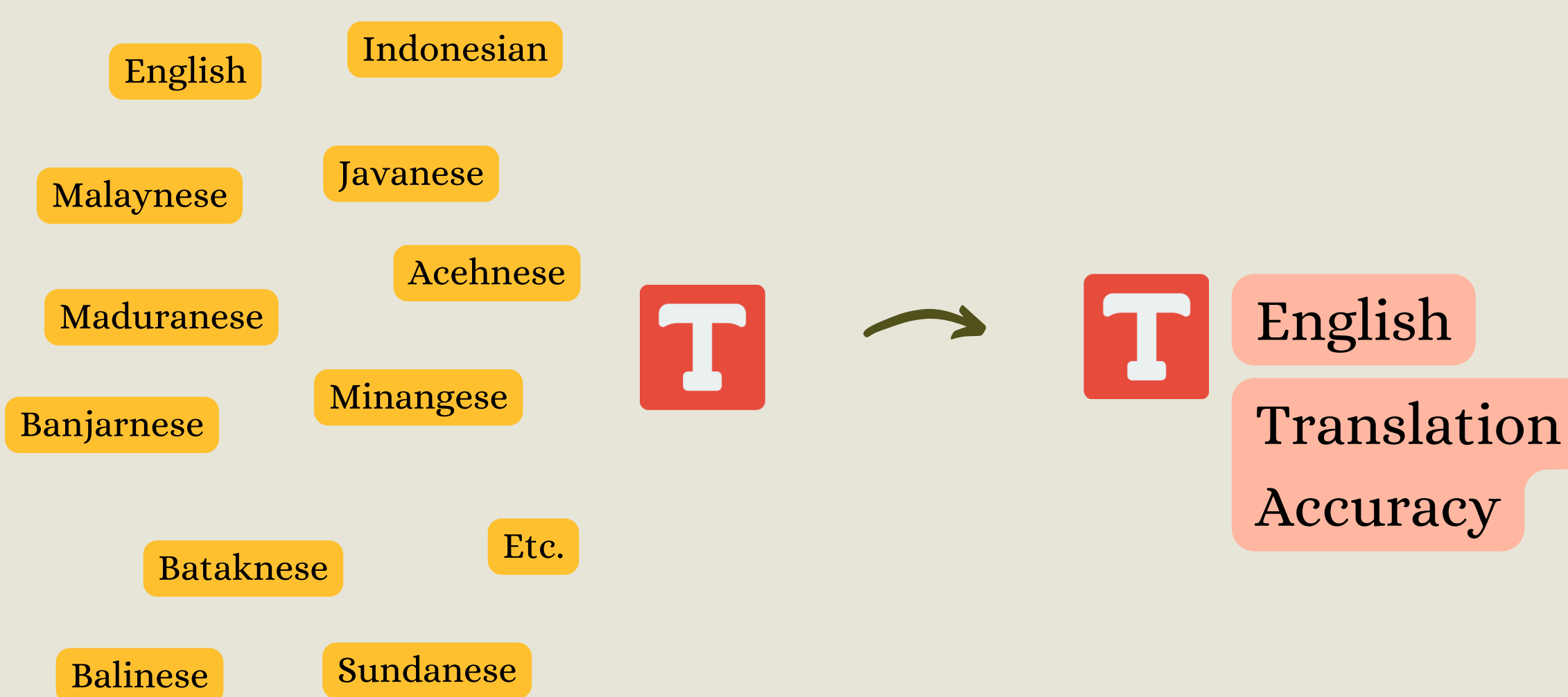
## DATA COLLECTION



## MULTI-MODAL CONVERSION



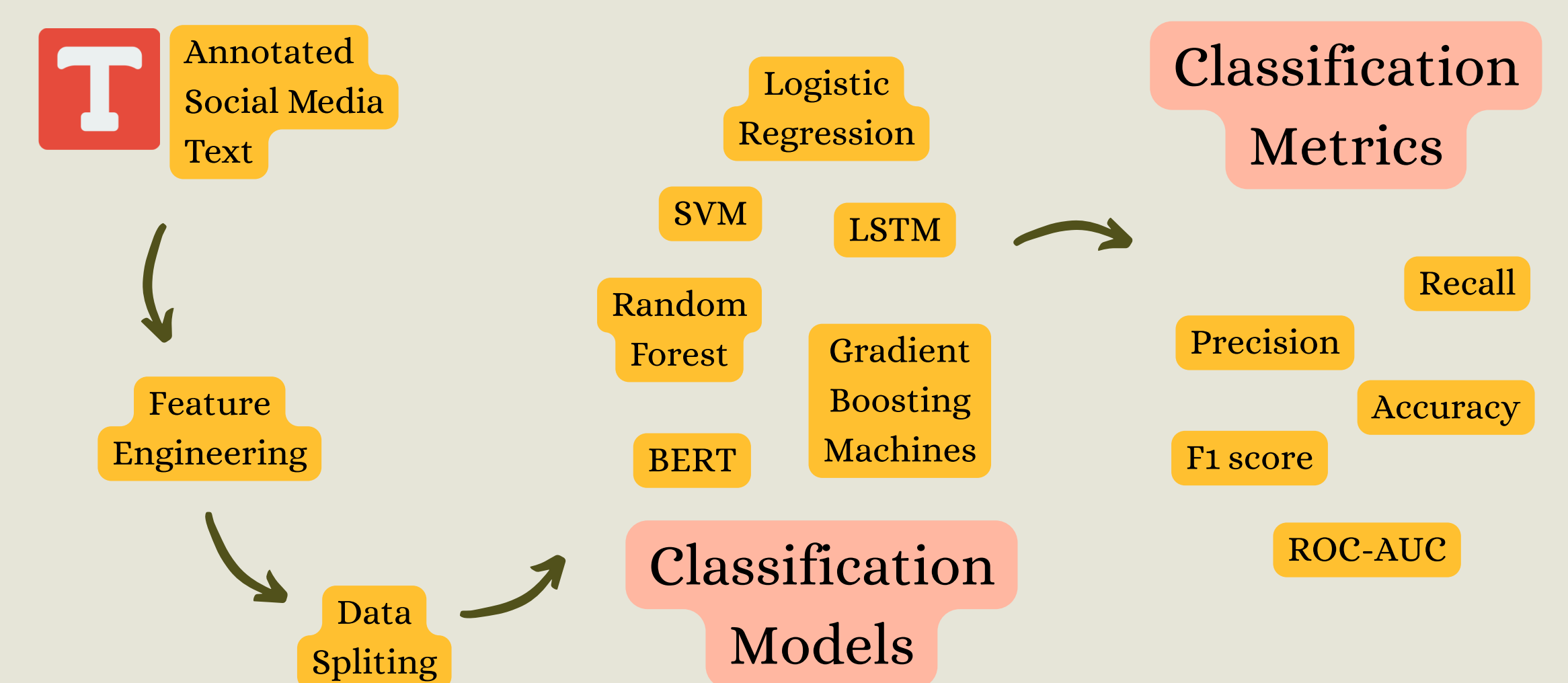
## DATA TRANSLATION



## Result of Phase I, classification model building:

1. MSME Relevance: Detects if a post is MSME-related.
2. Industry: Classifies the MSME industry sector.
3. Activity Type: Identifies the business activity described.

## CLASSIFICATION



## Stage II

Supervisors:  
1. Dr. Angela Lin  
2. Dr. Monica Paramita