

Can TikTok Reveal Micro, Small, Medium Enterprises (MSMEs) Activity? Scoring Digital Presence as a Signal of MSME Performance and Sustainable Growth

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1. What is this research about?

This research develops a data-driven approach, supported by machine learning, to measure and analyse the digital presence of Indonesian micro, small, medium enterprises (MSMEs), defining it through their visibility and engagement on social media and exploring how such online activity can signal patterns of business performance that complement conventional data sources.

2. Why is it Important?

a. MSMEs are the backbone of the Indonesian economy.



60% GDP



97% Employment

b. Traditional data collection methods are resource-intensive



Censuses and Surveys are often time-consuming and costly.

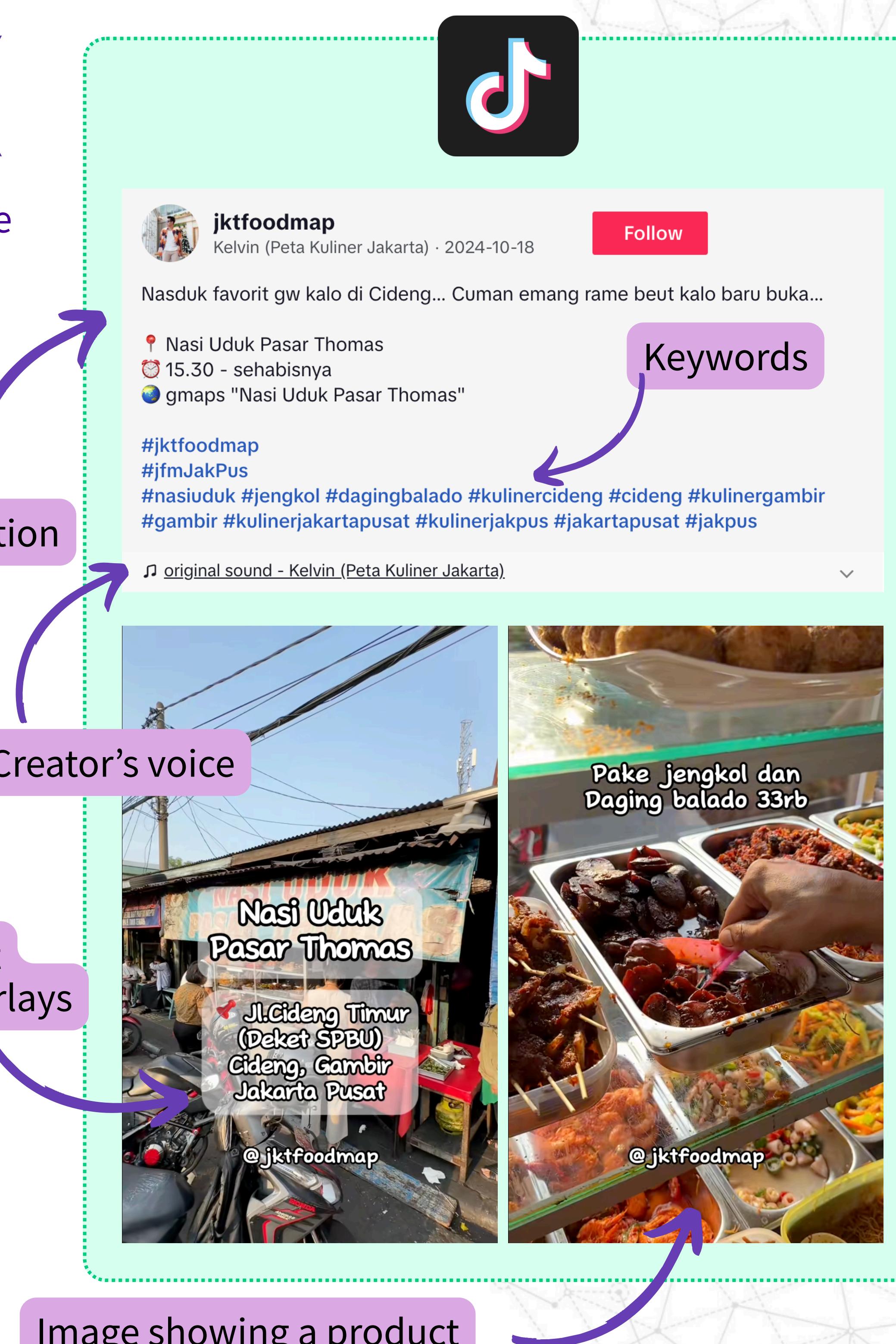
c. Social media is a promising alternative data source



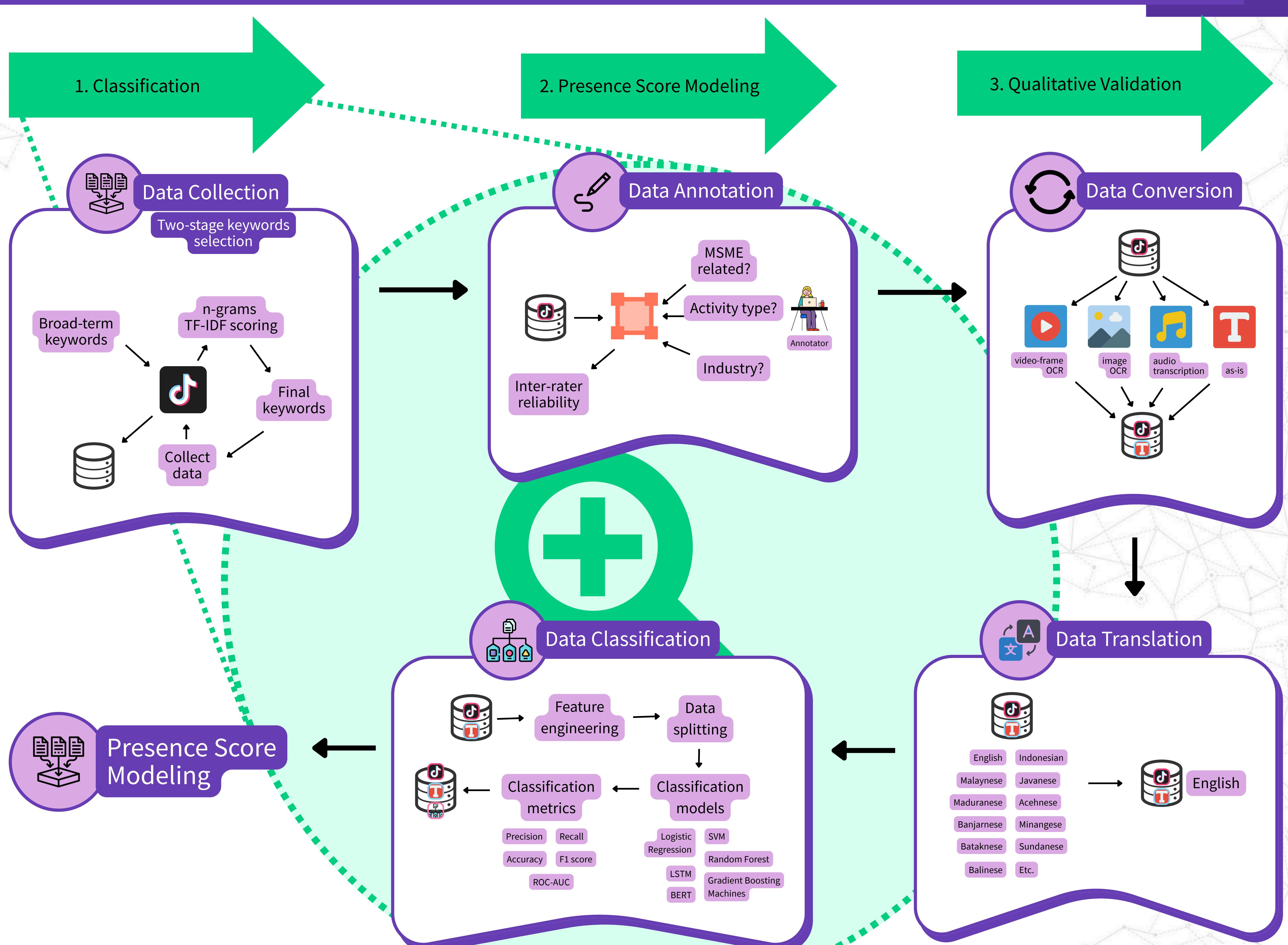
TikTok has 1.5B+ users worldwide, including 108M+ in Indonesia.

3. What will be achieved?

1. Review how social media is currently used to monitor MSME activities in Indonesia.
2. Develop machine learning models to classify MSME posts, identify industries, and detect activity types.
3. Construct a model to measure MSMEs' social media presence using engagement metrics and sentiment analysis.
4. Evaluate and contextualise the presence score with qualitative insights from MSMEs' experiences and engagement strategies.



4. How will it be achieved?



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