



## The Success of Viral Videos on YouTube as a Growth Driver for MSMEs (Micro, Small, and Medium Enterprises)

Moh. Ilham<sup>1\*</sup>, Sudarmiati<sup>2</sup>, Ludi Wishnu Wardana<sup>3</sup>

Program Doktor Ilmu Manajemen, Universitas Negeri Malang

**Corresponding Author:** Moh. Ilham [moh.ilham.2304139@students.um.ac.id](mailto:moh.ilham.2304139@students.um.ac.id)

---

### ARTICLE INFO

*Keywords:* Viral Videos, Social Media, Youtube, Business, MSMEs

*Received :* 10, September

*Revised :* 12, October

*Accepted:* 28, November

©2023 Ilham, Sudarmiati, Wardana:

This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

Viral videos on YouTube have become an important source in the growth of Micro, Small and Medium Enterprises (MSMEs). This research aims to analyze 12 viral YouTube message videos with views above 1 million in the context of MSMEs (using the hashtag #UMKM). An in-depth literature review is used to understand the theoretical basis of the viral video phenomenon and how it can be an effective instrument in supporting MSME business growth. Research methods include analysis of video content, including elements that lead to virality, impact on brand awareness, and increased sales. The results of this research reveal important messages, such as creativity, emotional appeal, the use of appropriate keywords, and a positive impact on the growth of MSMEs.

---

## **INTRODUCTION**

Modern technology makes it possible to start a business using social media. Micro, small, and medium businesses use social media to advertise their products and services to every consumer through simple and interesting transactions, such as: on YouTube, WhatsApp, Instagram, Twitter, TikTok, and others. The reason MSME businesses use social media as a promotional tool is because it makes it easier to expand the product promotion network to every consumer. There is a very high level of development for MSMEs which in this day and age, more people, or consumers buy online than offline, meaning that the more people buy online, the easier the transactions carried out by each buyer, and the higher the positive level in its development. (Rambe et al., 2023)

In research on the Analysis of Empowerment of MSMEs and Increasing Competitiveness in the Global Market, the results showed that there were obstacles such as those faced by MSMEs, namely the relationship with unclear business prospects, unstable vision and mission planning. Providing information and market networks, easy access to funding and assistance as well as increasing information technology capacity are several strategies to increase the competitiveness of Indonesian MSMEs, no less important is an entrepreneurial spirit that never gives up. Therefore, synergy between all parties is needed, especially between business actors, government and microfinance institutions. (Sedyastuti n.d. 2018)

In other research, it discusses digital marketing branding strategies to increase sales of Indonesian MSMEs (Study on MSMEs in Gelam Jaya Village, Tangerang Regency) which uses 9 marketing strategies such as video marketing, User Generated Content (UGC), content marketing, micro influencers, social media marketing, SEO / Search Engine Optimization strategies, Geofencing Technology, e-commerce, and Omnichannel Marketing. (Santosa, Novianti, & ... 2021)

The process of using a YouTube account can be said to be relatively easy, cheap, and anyone can upload videos so they can be seen by many viewers. The convenience offered by using YouTube has the potential to attract audiences to not just watch YouTube videos but also publish video content. There are various themes that YouTube users can use to start their personal channels, some choose to present content from beauty tips, games, culinary, music to mystical videos, study material tips and others. The use of YouTube channels is unlimited, each user is given the freedom to choose videos according to the interests of the channel owner. (Nanda Ivan et al., 2022)

Digital Marketing, which continues to develop in this digital era, is actually in line with the very fast and rapid development of technology, and MSMEs must be able to utilize it carefully and precisely. MSME players can choose the type of digital marketing that suits the character of the product/service being marketed and the digital capabilities of the MSME player. (Bangun & Purnama, 2022)

Therefore, based on the review above. There are benefits in technological developments, one of which is through YouTube media. On the other hand, there are also MSME fighters who want to develop their business and look for

motivational messages in any media, including YouTube. So this research provides motivation or support so that MSMEs can advance to class.

## **THEORETICAL REVIEW**

### ***Digital Marketing / Social Media and Business / Empowerment of MSMEs:***

An understanding of the role of social media, especially YouTube, in the context of marketing and business growth is very necessary. Moreover, it is related to the concept of empowering MSMEs through social media, with a focus on YouTube as a potential marketing tool. Meanwhile, the definition of digital marketing itself is promotion and market search activities through online digital media by utilizing various means, for example social networks. Cyberspace is now no longer able to connect people with devices, but also people with other people throughout the world. It is hoped that the existence of MSMEs will be able to stimulate the economy amidst the current economic slowdown. The use of digital technology-based marketing concepts (digital marketing) gives hope for MSMEs to develop into economic powerhouses. MSME players collaborate on promotional media and digital-based distribution media to gain maximum profits. Currently, almost all MSME businesses or even restaurants and fast food businesses use digital marketing-based promotional media and distribution media. Some businesses that tend to want to survive in offline life are actually slowly experiencing decline. (Syukri & Sunrawali, 2022)

Technology-based communication is currently starting to develop with the support of the internet, one of which is communication using social media. Communication on social media is a new form of communication media that has shifted the position of old media such as television and radio. Currently, audio-visual based real-time information on social media is even more popular. Social media consisting of YouTube, Twitter, Facebook and Instagram are digital communication channels for sharing photos and videos where users can also create their own photos or videos and share them with the public. Indonesia is in fourth place with the most social media users in the world, namely 56 million people out of 150 million internet users. Indonesian people are social media users with an average age of 18-24 years as much as 59 percent, ages 45-34 years as much as 30 percent, and those aged 34-44 years as much as 11 percent. As many as 49 percent are women and 51 percent are men. The majority of social media users are people aged 18 to 34 years. (WeAreSocial, 2019)

### ***User Engagement, Business Growth Models Through Social Media, Challenges and Opportunities***

The presence of social media continues to grow along with technological developments. Currently, social media is not only a space for communication, but also for self-expression and a means of promotion. Involving users, having an impact on the growth of MSMEs, of course there are challenges and opportunities. This is because most people's lives are connected to social media. Social media will still change a lot in the future. Even though its nature is still uncertain, social media is still a useful medium for marketing. The presence of

various kinds of influencers and social bots is expected to help the marketing process with enhanced technological DNA regulations in the future. (Yunus, 2020)

## METHODOLOGY

The approach taken by researchers in this topic is a qualitative descriptive approach. Qualitative research is research that produces descriptive data, namely observing the speech and behavior of the people being observed. This approach is expected to produce in-depth descriptions of speech, writing and behavior that can be observed from an individual, group, society and organizational unit of analysis. Next, according to the observed context, the data obtained is then recorded and analyzed. The method used in this research is the listening method, the use of language (Mahsun, 2017).

The data source that is viewed is a video with data processed on November 5 2023, because on YouTube there will definitely be additional views or other data changes. To get the data below (analysis and findings), simply type the keyword UMKM (MSME) in the search column on YouTube and filter by selecting the number of views (view count), 12 YouTube videos were detected for analysis, not only the video title contains keywords, but It could appear because of keywords in the hashtag #UMKM or explanations in the video and YouTube channel descriptions.

## RESULTS AND DISCUSSION

Based on the explanation of the literature review above, there are several results or messages conveyed regarding the success of viral videos on YouTube as a driver of MSME growth: a study of content with views above 1 million.

In first place, on the **“Shopee Indonesia”** YouTube channel, with the content title: *“Semangat untuk UMKM Indonesia (Video Kemerdekaan dari Shopee)”*. Uploaded on August 11 2021 ([link](#)), has 12.5 million views. The message conveyed in the video is that Shopee is committed and has high enthusiasm to continue moving forward together, making the struggle more meaningful with MSME fighters. Struggle together to bring the best work of the nation's children into pride on the stage of the business world. When in the field, of course there will be many challenges, but with the hashtag #ShopeeAdaForUMKM movement, we will always accompany and support so that the work of national pride is not only known, but continues to be in demand and continues to be sought after. The video also provides a message about when solution points are stronger than reasons. So, the enthusiasm for strong MSMEs is always there, not only are they good at local ones, but it is also very possible for MSMEs to move up a class and MSMEs grow to go international.

In the second post, on the **“Inspirasi Pagi”** YouTube channel, with the content title: *“4 Usaha Ternak Yang Cepat Panen Untung 300 Ribu Sehari Yang Menjanjikan! Peluang Usaha Peternakan”*. Uploaded on September 3 2021 ([link](#)), has 4.7 million views. The message conveyed in the video is that there are profits in every harvest or raising livestock. It's not just about harvesting. The video provides a list of business opportunities in the livestock sector, the first: the

songbird business. Second: eel farming for export is also possible. Third: laying duck business. Fourth: bird / weaver ant / kroto food business.

In third place, on the **"Piloveus"** YouTube channel, with the content title: *"Social Experiment Penjual ES Jeruk !! □ #shorts #umkm #socialexperiment #fjst"*. Uploaded on June 29 2023, ([link](#)), with total views of 3.7 million. The message conveyed in the video is that when we trade or sell, we should not only chase profit. However, efforts are also being made to teach people to always do good to people in need, there is a message of usefulness. In the video above, many netizens responded very appreciatively and in the end there was appreciation or giving gifts to the experimental social object by the content creator.

In fourth place, on the **"Jajan Ranger"** YouTube channel, with the content title: *"Modal Seuprit Omset 1/2 Milyar. Cuma Jual Bubuk Doang | Di Ajarin Gratis | Ide Usaha 2023"*. Uploaded on January 13 2023, ([link](#)), with total views of 3.5 million. The message conveyed is a visualization of MSME practices such as: storage of raw materials, several places for packing orders, sales locations, education on Merdeka brand products, price info, product distribution info, making it easier for partners + consumers to pass through the channel, and reading responses via the comments column. Also having a spirit of sharing inspires you to have the enthusiasm to start an MSME business.

In fifth place, on the **"Ceritanya Velin"** YouTube channel, with the content title: *"Barang Rusak Masih Dipakai!! □ #resep mudah #idejualan #recept simple #umkm #desa #recept simple #reseptroti"*. Uploaded on October 20 2023. ([link](#)), with total views of 3.3 million. The message conveyed is to provide a perspective of simplicity (not a poor family) and not receiving money from your own hard work. The video also teaches that some business ideas are easy, simple, namely starting from around the house or kitchen.

In sixth place, on **"Zayn YR"** YouTube channel, with the content title: *"Target 1 Bulan Beli Motor CBR Cash Tercapai || Usaha Praktis Sukses 45 Juta/Bln Bukan Usaha Musiman"*. Uploaded on June 8 2023, ([link](#)), with total views of 3 million. The message conveyed in the video is that with only modest capital, street vendors can buy a motorbike with cash in less than 1 month, and do it themselves to start a business without employees. With the business idea Laksana Mandiri Aneka Crispy Mas Savory with a menu of fried tofu, otak-otak, cimol. This business took 3 months of self-taught without anyone teaching, the beginning of the stove was very simple, the trick of doing business is never to be lazy, if you don't have capital you can work first, you can't have an attitude of pride, the important thing is that the results are halal, you have to satisfy consumers so they come back Again, if there are those who don't like it, you have to be patient, regarding the sales genes, the subjects in the video come from families who like selling, so that could be a motivation, and the final message is to be brave enough to spend capital, one of whom once earned 10 million can immediately sell using a franchise model.

In seventh place, on the **"Kawan Dapur"** YouTube channel, with the content title: *"Modal Cuma 300 Ribu!! Bikin usaha Kecil Dari Rumah kini Produksi 1,2 Ton Omset Jutaan | Ide Bisnis"*. Uploaded on December 9 2022, ([link](#)), with total views of 1.9 million. The message conveyed is that when you become an

employee and leave BUMN, your family will automatically be sad. Finally, from that experience he chose to do business or sell Kentunk chips. The capital is only 300 thousand rupiah. Initially the parents did not support it, when the business developed they received their blessing. Business is not only about luck, but also learning and process. Also, don't forget worship. You must have the courage to save when doing business, be careful when it's quiet. The hope is to become a local Indonesian brand that can go national and global. When business is quiet, you must be consistent, don't change businesses, invest from the neck up, starting from the skills you have, using heavenly marketing (istighfar, sholawatan, alms)

In eighth place, on the **"Ceritanya Velin"** YouTube channel, with the content title: *"Artis Kampung Terhits 2023 🌟 #kampunghalaman #desa #idejualan"* Uploaded on October 1, 2023, ([link](#)), with total views of 1.7 million. The message conveyed is that apart from YouTube content creators, they are also website and application designers at companies in Jakarta. Have a part time business at Roti Thousand. The video teaches that unity and simplicity with family can make a person successful. It also teaches you to always be kind and maintain cleanliness in your activities, one of which is selling.

In ninth place, on the **"CURHAT BANG Denny Sumargo"** YouTube channel, with the content title: *"Tiktok Di Banned Hari Ini !! Jadi P\*embunuh Untuk UMKM !? (RAYMOND CHIN)-Curhat Bang"*. Uploaded on October 3 2023, ([link](#)), with total views of 1.3 million. The message conveyed is that in Minister of Trade Regulation (Permendag) 31 of 2023 there is a regulation that there is a ban on social media that serves transactions and payments on platforms such as e-commerce, one of which is TikTok Shop (more than 100 million downloads). This can happen because traditional markets such as Tanah Abang or even other MSMEs are often complained about. According to a businessman and YouTuber, Raymond Chin also gave his views on this matter in the video. Such as: you have to educate yourself about existing regulations, Indonesian MSMEs cannot compete with Chinese products because Tiktok has more products from there, learn algorithms, local products must have strength, digital should add to the new economy without killing the old economy, trading must have clear rules , Indonesian citizens have the opportunity to move towards a developed country and the direction is that they hope to be more productive, not just consumptive, there is no exploitation of children, some people are in demand, such as artists, the affiliate concept is very helpful, consumers must be taught good schemes, not price wars, no more burning money. There must be a separation between social media and shopping platforms, and there is a social mission when driving local MSME products.

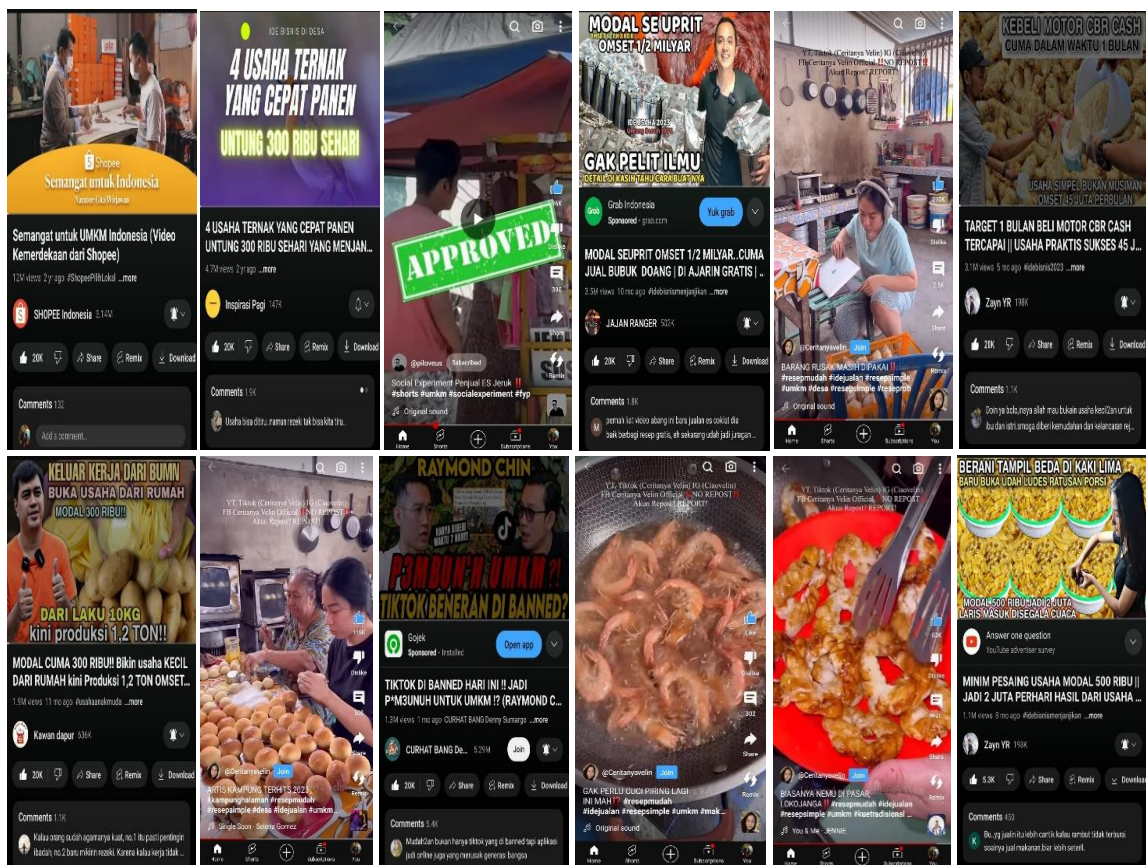
In tenth place, on the **"Ceritanya Velin"** YouTube channel, with the content title: *"Gak Perlu Cuci Piring Lagi Ini Mah 🤖 #resepmudah #idejualan #resepsimple #umkm"*. Uploaded on October 27 2023, ([link](#)), with total views of 1.2 million. The message conveyed is that the video does not specifically discuss MSMEs. Can be detected at number 10 with 1.2 million views because it uses the hashtag #UMKM. However, it is implied that the video provides an effective and efficient

cooking tutorial when going on a village style holiday. If you take the opportunity, this trick can be used to open a food stall and make a profit.

In eleventh place, on the “**Ceritanya Velin**” YouTube channel, with the content title: “*Biasanya Nemu Di Pasar, Lokojanya!! □ !! □ #resepmudah #idejualan #resepsimple #umkm #kuetradisional #umkm*”. Uploaded on October 10, 2023, ([link](#)), with total views of 1.1 million. The message conveyed is that this video teaches culinary business ideas with minimal capital. By cooking traditional lokojanga food or snacks. The message conveyed is that many people start businesses with large capital and this does not necessarily result in large profits.

In twelfth place, on the “**Zayn YR**” YouTube channel, with the content title: “*Minim Pesaing Usaha Modal 500 Ribu | | Jadi 2 Juta Perhari Hasil Dari Usaha Ini Kebeli Rumah Mobil*”. Uploaded on March 6 2023, ([link](#)), with total views of 1.1 million. The message conveyed is that there is an innovation in processing the jackfruit to make it crispy. Before it became so popular, I tried the recipe several times and the recipe failed for 10 days, it became soft and couldn't dry out. Another menu is crispy bananas. Business runs smoothly, always trying and worshipping, every Friday night never missing out on reciting the Koran together, also encouraging almsgiving. The business capital is 500 thousand, if you finish it you will get 1.2 million. The best sellers are 2 million and above.

The following is a thumbnail description of the 12 videos analyzed using the literature study method using the hashtag #UMKM:



Picture 1. Video analyzed using the literature study method using the hashtag #UMKM

The following is a summary table of several YouTube channel names, the number of views of video content discussing MSMEs of more than 1 million views, and the purpose of the content message conveyed.

Table 1. summary table of several YouTube channel names

No	Youtube Channel Name	View	Summary of the Message Conveyed
1.	<b>Shopee Indonesia</b> , the content title: <i>Semangat untuk UMKM Indonesia (Video Kemerdekaan dari Shopee).</i>	12.5 Million	#ShopeeAdaUntukUMKM, will always accompany and support so that the work of this nation's pride is not only known, but continues to be in demand and continues to be sought after. When the solution is stronger than the reason. Enthusiasm for strong MSMEs, not only being good at local, MSMEs growing internationally.
2.	<b>Inspirasi Pagi</b> , the content title: <i>4 Usaha Ternak Yang Cepat Panen Untung 300 Ribu Sehari Yang Menjanjikan! Peluang Usaha Peternakan.</i>	4.7 Million	The point is the profit from each harvest or raising. Not just harvest. First: the songbird business. Second: eel farming for export is also possible. Third: laying duck business. Fourth: bird / weaver ant / kroto food business.
3.	<b>Piloveus</b> , the content title: <i>Social Experiment Penjual ES Jeruk !!</i> #shorts #umkm #socialexperiment #fyp.	3.7 Million	When trading, don't just chase profits. But also, teaches to always do good to people in need. In the video above, many netizens responded very appreciatively and gave prizes to the content creators.
4.	<b>Jajan Ranger</b> , the content title: <i>Modal Seuprit Omset 1/2 Milyar. Cuma Jual Bubuk Doang   Di Ajarin Gratis   Ide Usaha 2023.</i>	3.5 Million	MSME practices: raw material storage, several packing places, location, product education, price information, product distribution, making it easier for partners + consumers, and reading responses via the comments column. Also having a spirit of sharing inspires you to have the enthusiasm to start an MSME business.
5.	<b>Ceritanya Velin</b> , the content title: <i>Barang Rusak Masih Dipakai!!</i>	3.3 Million	A simplicity perspective (not a poor family), not receiving money from your own hard work, and also teaching several business ideas that start from around the house (kitchen).
6.	<b>Zayn YR</b> , the content title: <i>Target 1 Bulan Beli Motor CBR Cash Tercapai    Usaha Praktis Sukses 45 Juta/Bln Bukan Usaha</i>	3 Million	Teaches starting a business from simple tools, never be lazy, don't have working capital first, don't be proud, it's halal, satisfy customers so they come back, if someone doesn't like it, they have to be patient, the sales gene comes from a family that likes selling.

	<i>Musiman.</i>		
7.	<b>Kawan Dapur</b> , the content title: <i>Modal Cuma 300 Ribu!! Bikin usaha Kecil Dari Rumah kini Produksi 1,2 Ton Omset Jutaan   Ide Bisnis.</i>	1.9 Million	Business is not only about luck, but also learning and process. Also, don't forget worship. You must have the courage to save when doing business, be careful when it's quiet. When business is quiet, you must be consistent, don't change businesses, invest from the neck up, starting from the skills you have, using heavenly marketing (istighfar, sholawatan, alms)
8.	<b>Ceritanya Velin</b> , the content title: <i>Artis Kampung Terhits 2023☐ #kampung halaman #desa #idejualan.</i>	1.7 Million	Apart from YouTube content creator, she is also a website and application designer at a company in Jakarta. Have a part time business at Roti Thousand. The video teaches about unity and simplicity with family. Also teaches you to always be kind and maintain cleanliness in your activities
9.	<b>CURHAT BANG Denny Sumargo</b> , the content title: <i>Tiktok Di Banned Hari Ini !! Jadi P*embunuh Untuk UMKM !? (RAYMOND CHIN)-Curhat Bang.</i>	1.3 Million	Regulatory education, not yet able to compete with foreign products, learn algorithms, local products must have strength, digital should add to the new economy without killing the old economy, Indonesia has the opportunity to become a developed country that is more productive, not consumerist, no exploitation of children, dominated by artists, the affiliate concept is very helpful , we must teach good schemes, not price wars, no more "burning" money, separate social media and shopping platforms, and a social mission to drive local MSME products.
10.	<b>Ceritanya Velin</b> , the content title: <i>Gak Perlu Cuci Piring Lagi Ini Mah!?!☐ #resepmudah #idejualan #resepsimple #umkm.</i>	1.2 Million	The video does not specifically discuss MSMEs, with the hashtag #UMKM. However, it is implied that the video provides an effective and efficient cooking tutorial when going on a village style holiday. If you take the opportunity, this trick can be used to open a food stall.
11.	<b>Ceritanya Velin</b> , the content title: <i>Biasanya Nemu Di Pasar, Lokojanga!!☐</i>	1.1 Million	This video teaches culinary business ideas with minimal capital. By cooking traditional lokojanga food or snacks.
12.	<b>Zayn YR</b> , the content title: <i>Minim Pesaing Usaha Modal 500 Ribu    Jadi 2</i>	1.1 Million	Innovation from jackfruit made crispy. Before it became so popular, I tried the recipe several times and failed for 10 days, it became soft and

	<p><i>Juta Perhari Hasil Dari Usaha Ini Kebeli Rumah Mobil.</i></p>		<p>couldn't dry out. Another menu has crispy bananas. Business runs smoothly, always trying and worshipping, never forgetting to recite the Koran together on Friday nights, encouraging almsgiving. The business capital is 500 thousand, if you finish it you will get 1.2 million. The best sellers are 2 million and above.</p>
--	---	--	---

## CONCLUSIONS AND RECOMMENDATIONS

Based on the research results above, the following is an explanation regarding research conclusions and recommendations, among others:

1. The Importance of Virality Principles in MSME Marketing: From the research results, it can be concluded that the concept of virality has a significant impact on the success of MSME marketing campaigns on YouTube. Videos that attract attention and share widely have the potential to be a powerful growth tool.
2. User Engagement As a Measure of Success: The findings show that user engagement, especially the number of views, likes and shares, is an important indicator of the success of viral videos in supporting MSME business growth. This engagement not only creates brand awareness but also increases customer conversion potential.
3. The Importance of Quality and Relevant Content: Analysis shows that quality content that is relevant to the target market has a positive impact on the success of viral videos. Therefore, MSME companies need to seriously consider a content strategy that can meet the needs and preferences of their audience.
4. Optimizing the Use of the YouTube Platform: It is recommended that MSMEs optimize the use of the YouTube platform by understanding the latest algorithms and trends. This involves understanding optimal publication times, appropriate use of keywords, and use of features such as informative tags and descriptions.
5. Increased Skills in Video Content Creation: MSMEs can improve their skills in creating interesting and valuable video content. Training or consultation with digital marketing experts can help them understand the dynamics of content creation that can create impact and increase competitiveness on the YouTube platform.
6. Performance Measurement and Analysis: Companies should engage in ongoing measurement and analysis of their video performance. This involves monitoring metrics such as views, likes, and shares, as well as analyzing trends to refine future marketing strategies.
7. Integrated Marketing Strategy Development: Considering that viral videos on YouTube are only one aspect of a digital marketing strategy, it is recommended that MSMEs develop an integrated marketing strategy involving other social media platforms, websites and offline channels to achieve maximum impact.

By implementing these recommendations, it is hoped that MSMEs can increase the success of their marketing campaigns on YouTube and increase their overall business growth.

### **FURTHER STUDY**

Research limitations in this study are:

1. **General Limitations of the Study:** The use of data limited to a particular time period and to a particular business sector may limit the generalizability of the findings. Further research could involve larger and more diverse samples, as well as longer time periods to understand the impact of viral videos in more depth.
2. **Uncontrolled Contextual Factors:** This research may not have fully controlled for all contextual factors that may influence the success of a viral video. Additional variables such as industry trends, algorithmic platform changes, or YouTube business policy changes may be relevant factors for further pressing.
3. **Limited Performance Metrics:** Performance measurements in this study mainly focus on views, likes, and shares. Further research could include other metrics, such as conversion rates, customer retention, or direct financial impact on MSME business growth.

Suggestions for Further Investigation in this study are:

1. **Comparative Study between Sectors and Geography:** Investigating differences in viral video success across business sectors and geographic regions. This can open insight into factors that may vary in various business contexts.
2. **YouTube Algorithm Analysis and Policy Changes:** Conduct in-depth research on how changes in YouTube algorithms and platform policies can affect the visibility and success of viral videos. Further understanding of how to optimize content for these changes can help MSMEs.
3. **In-Depth Case Study:** Involves in-depth case studies on several MSMEs who were successful with their viral strategy videos. This can provide deeper insight into the factors that contribute to the success of marketing campaigns on YouTube.
4. **Financial Impact Measurement:** Conduct broader research to measure the direct financial impact of viral videos, including analysis of conversion rates, average transaction value, and customer retention. This can provide a deeper understanding of the real value of those marketing efforts.

By answering these questions, further research can deepen our understanding of how viral videos on YouTube can act as a growth driver for MSMEs and the broader business sector.

### **ACKNOWLEDGMENT**

I would like to express my deep appreciation to all who have helped in completing this research entitled "The Success of Viral Videos on YouTube as a Growth Driver for MSMEs (Micro, Small and Medium Enterprises)." Their

support, insights and collaborative spirit have played a crucial role in shaping this research.

Thanks to the lectures, colleagues who have provided valuable suggestions and constructive feedback. Also YouTube content creators who have been analyzed by researchers. to all, diverse views and constructive criticism have played a key role in fulfilling the content and methodology of this research, enriching the overall quality of the research.

## REFERENCES

- Bangun, C. S., & Purnama, S. (2022). Optimalisasi Pemanfaatan Digital Marketing untuk UMKM (Usaha Mikro, Kecil dan Menengah). *ADI Pengabdian Kepada Masyarakat*, 3(2), 89–98. <https://doi.org/10.34306/adimas.v3i2.826>
- Nanda Ivan, R., Annisa, O., & Aidil Armi, M. (2022). Implementasi Strategi Penanganan Krisis Komunikasi Era Digital: Studi Kasus Konten Youtube Podcast Deddy Corbuzier Bersama Ragil Mahardika. *Citizen : Jurnal Ilmiah Multidisiplin Indonesia*, 2(3), 530–542. <https://doi.org/10.53866/jimi.v2i3.144>
- Rambe, R., Ardianti, H., Amanda, N. P., Komunikasi, D. D., Islam, U., Sumatera, N., Media, S., & Era, M. (2023). *Pengaruh Perkembangan UMKM Melalui Media Sosial di Era Modern*. 1(10).
- Santosa, S., Novianti, R., & ... (2021). Strategi Digital Branding Untuk Meningkatkan Penjualan Umkm Indonesia: Studi Pada Umkm Desa Gelam Jaya, Kabupaten Tangerang. *National ...*, 202–214. <http://ncabet.conferencesbinabangsa.org/index.php/home/article/view/17%0Ahttp://ncabet.conferences-binabangsa.org/index.php/home/article/download/17/27>
- Sedyastuti, K. (n.d.). *View of Analisis Pemberdayaan UMKM Dan Peningkatan Daya Saing Dalam Kancah Pasar Global*. Diambil 17 November 2023, dari <https://inobis.org/ojs/index.php/jurnal-inobis/article/view/65/55>
- Syukri, A. U., & Sunrawali, A. N. (2022). Digital marketing dalam pengembangan usaha mikro, kecil, dan menengah. *Kinerja*, 19(1), 170–182. <https://doi.org/10.30872/jkin.v19i1.10207>
- Yunus, R. M. (2020). Masa Depan Pemasaran Digital: Membuka Peluang Dan Tantangan Melalui Perkembangan Media Sosial. *PAPATUNG: Jurnal Ilmu Administrasi Publik, Pemerintahan dan Politik*, 3(3), 140–149. <https://doi.org/10.54783/japp.v3i3.681>

[https://www.youtube.com/results?search\\_query=UMKM&sp=CAM%253D](https://www.youtube.com/results?search_query=UMKM&sp=CAM%253D)

<https://www.youtube.com/watch?v=VsnTodDiTZI>

<https://www.youtube.com/watch?v=llc9o-COioQ>

<https://www.youtube.com/shorts/ykaapqoADfs>

<https://www.youtube.com/watch?v=5SYMAM-yJPA>

<https://www.youtube.com/shorts/3H-vDZ5lpc>

<https://www.youtube.com/watch?v=ZbSKWHI3QUE>

<https://www.youtube.com/watch?v=zHxhGFnAv90>

<https://www.youtube.com/shorts/B7V1YQVhrYk>

[https://www.youtube.com/watch?v=rdXA3\\_wj074](https://www.youtube.com/watch?v=rdXA3_wj074)

*Ilham, Sudarmiatin, Wardana*

<https://www.youtube.com/shorts/hQzEzEsoel0>

<https://www.youtube.com/shorts/hmCMw-fIQ4E>

<https://www.youtube.com/watch?v=BVylyigFaBE>