TikTok @Tvtani as a Communication Media for the Ministry of Agriculture in Improving *Engagement*

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ABSTRACT

TikTok has currently emerged as a popular social media platform with a rapidly growing user base. This growth presents significant opportunities for various parties, including institutions and organizations, to utilize TikTok as a strategic communication medium. Government agencies are no exception, leveraging TikTok for public communication. The Indonesian Ministry of Agriculture has utilized various social media platforms, including TikTok, to disseminate agricultural information through an account named @TVTani. Consequently, this study focuses on identifying the strategies employed by the @TVTani TikTok account in utilizing the platform to enhance engagement. This research aims to analyze the strategies implemented by TV Tani in leveraging TikTok to increase audience engagement, particularly within the agricultural sector. A qualitative case study method involving in-depth interviews was employed. The informants for this study consisted of four individuals holding the positions of Editor-in-Chief, Social Media Specialist, Video Editor, and Camera Person (Campers). The findings reveal that the @TVTani TikTok account has successfully transformed into an effective strategic communication medium. Overall, @TVTani's success in increasing engagement lies in the synchronization of trend research, visual creativity, and rigorous quality control, while continuously adapting to the ever-changing dynamics of social media user behavior. This study contributes to enriching the literature on how government agencies implement engagement strategies, specifically in the agricultural sector. It is expected that this research will serve as a guide for government institutions in optimizing social media content management.

1. Introduction

@TVTani is a digital communication platform owned by the Indonesian Ministry of Agriculture. @TVTani was created to communicate the Ministry's programs to the public. Its programs cover technical and inspirational topics, targeting a broad audience, from farmers, millennials and Generation Z, to the public seeking agricultural information. Its reach includes the production and distribution of educational content on various agricultural topics through digital platforms such as TikTok, Instagram, YouTube, and the official website. Among TV Tani's digital platforms, TikTok is currently the social media platform with increasing popularity. TikTok boasts several advantages that make it stand out in today's social media ecosystem. Features such as engaging visual effects, dynamic background music, a personalized algorithm that adapts content to user preferences, and ease of content production and distribution make this platform highly effective in reaching a broad audience (Salma & Albab, 2023a).

In the context of institutional or agency communication, TikTok is a potential tool for reaching a wider audience and building higher engagement (Ariantok et al., 2025). One agency

utilizing this platform is TV Tani. This agency aims to increase audience awareness and knowledge about agriculture, and has great potential to utilize TikTok in its communication strategy. With creative and informative content, @TVTani can increase audience engagement on agricultural issues. Based on TikTok's advantages in reaching audiences quickly and interactively, @TVTani utilizes it as a medium to increase engagement with audiences, especially the younger generation who have previously been less interested in the agricultural sector. This indicates the existence of an institutional communication strategy towards utilizing short video-based digital platforms.

Institutions are now not only relying on conventional media but are also starting to integrate social media platforms like TikTok into their communication strategies to reach a broader and more diverse audience. This is crucial because audience information consumption patterns have shifted, with short, engaging, and interactive content being more readily accepted and shared. As research by Adrisa (2024) shows that TikTok is a highly effective platform for increasing customer engagement, especially when content and interaction strategies are implemented appropriately. These strategies include selecting engaging video formats, using trend-appropriate narratives, and actively interacting with users through comments or live-streaming. This reinforces the view that successful communication on digital platforms is determined not only by the presence of an account, but also by how it is strategically and creatively managed (Soewardikoen, 2019).

@TVTani on TikTok has around 39.1 thousand followers, which is a fairly specific audience for the agricultural information media from the Indonesian Ministry of Agriculture. The content uploaded by @TVTani tends to be routine, with various short videos highlighting ministry activities, outreach, and agricultural information that often follow the latest trends and package the message in a concise and interesting way. This content activity allows @TVTani to effectively reach a young audience and the public through a short video format that is easily accessible and attractive visuals. Thus, @TVTani is in demand by an audience with a stable number of followers and regularly updated content, supporting their digital communication strategy that focuses on engagement and education in the agricultural sector. Therefore, the author is interested in examining how @TVTani's TikTok strategy increases audience engagement.

2. Method

This research uses a qualitative case study method, an approach aimed at gaining an in-depth and comprehensive understanding of a specific phenomenon within a real-life context. The case study approach was chosen to focus on a single research object comprehensively and in-depth (Assyakurrohim et al., 2022). The case study in this research describes in detail how @TVTani, as a public communication institution in the agricultural sector, utilizes the TikTok platform to build engagement with its audience. Focusing on a single case allows researchers to delve into the complexity of the communication strategy implemented intensively and contextually.

@TVTani's social media content strategy, from planning and production to user interaction. Researchers will also observe how narratives are formed, how video types are selected, and how @TVTani responds to comments and emerging trends on TikTok. This process is exploratory in nature, as it aims to discover the meaning and communication patterns that are used practically but have a strategic impact. Meanwhile, the subjects in this study are individuals or teams actively responsible for managing @TVTani TikTok account and content production. They consist of content creators, Wahyu Indarto; social media managers, Amanda Dwininta and Video Editor &Campers, Nasrudin Lubis. They are considered as someone who have strategic roles in designing and implementing the institution's digital communication strategy. The determination of subjects was carried out using a purposive sampling method, namely selection based on certain considerations, especially because they have the capacity, knowledge, and experience relevant to the research topic (Rifa'i, 2023). Meanwhile, the object of the research is TikTok social media implemented by @TVTani.

3. Results and Discussion

The research results found that there were four main strategies for TikTok social media @TVTani to increase engagement, namely (1) the importance of research in developing strategies, (2) relevant content, (3) two-way interaction, (4) adaptation to obstacles.

3.1 Research

Research findings show that in the early stages of content creation on TikTok @TVTani, research is the primary foundation that determines the direction and effectiveness of each TV Tani program. The content production process always begins with trend research, identification of audience needs, and adjustments to the Ministry of Agriculture's priority programs. This research is conducted comprehensively, starting with social media trend analysis, audience segmentation mapping, and evaluating responses to previous content. The goal is to ensure that each piece of content produced is truly relevant, adaptable to change, and in line with the needs and interests of the target audience, including young people, farmers, and the public. Thus, research is not only the initial stage but also a continuous cycle that is routinely evaluated and updated to keep content dynamics up- to-date and effective. Research and audience segmentation are key to effective digital communications (Salma et al. 2023). Institutions that consistently conduct data-driven research and strategy adjustments experience significant increases in engagement and are able to minimize the risk of irrelevant content (Imani et al., 2024).

"Every program creation involves a research process, and that research can be conducted in various ways, including trends. First, we identify the information we have and package it, then translate it into programs. In creating a program, we also consider the target audience, who it's for, and so on. Therefore, we align everything from planning to execution to the final product post with the target audience." (Chief Editor of TV Tani, Wahyu Indarto, 2025).

"We need to see if the Ministry of Agriculture has any programs currently being promoted. There will certainly be many derivatives from existing programs, and we can research them. Otherwise, it's best to align them with current trends on social media." (Social Media Managers Amanda , 2025)

Thus, research becomes a strategic foundation that ensures that every step of TV Tani's digital communication is effective, adaptive, and has a real impact on the audience, in line with the principles of engagement.

3.2 Relevant Content

After conducting in-depth research, the next step is to create content that is relevant to the conditions and situations of the audience or society. The content presented is always packaged based on the results of research on the needs and interests of the audience , including the younger generation, farmers, and the public. The use of simple language, attractive visuals, and adjustments to developing trends are key to ensuring that the message is easily accepted and encourages active audience participation. The Chief Editor of @TVTani, Wahyu Indarto emphasized that every program always begins with identifying the needs and segmentation of the audience, so that the content produced truly matches the interests and needs of the target audience, including young people, farmers, and the public.

"In creating the program, we also look at the target audience, who it is for and all sorts of things so that later, from the creation side, starting from planning, then execution until the post pro, we will adjust it to the target, including how to package it, for example the use of language, display effects, font type, backsound, and so on, so that later it will be more directly accepted by our target." (Chief Editor of TV Tani, Wahyu Indarto, 2025)

Figure .1. Fertilizer news content as an example of relevant communication.
(*Source: Agency data, 2024*)

"How can we integrate these trends with existing Ministry of Agriculture programs? If we can integrate them, we'll integrate them. But if they're not suitable, we'll only produce enough, according to the information the Ministry of Agriculture wants to convey." (*Social Media Managers Amanda, 2025*)

Wahyu also added that TV Tani programs are evaluated annually based on audience response and emerging trends, ensuring the content remains dynamic and up-to-date. Furthermore, Amanda Dwininta, TV Tani's Social Media Specialist, emphasized the importance of aligning social media trends with the Ministry of Agriculture's priority programs to ensure content remains current and relevant. Content success is measured by the number of comments and discussions, both positive and negative, which indicate the level of audience engagement and attention to the issues raised. Therefore, TV Tani's strategy to increase engagement relies heavily on the ability to produce relevant, up-to-date, and attractively packaged content based on audience research , trends, and feedback that is continuously evaluated and adapted to the needs of the digital agricultural community.

3.3 Two-Way Interaction

Two-way interaction is the next stage of TikTok @TVTani's strategy to increase engagement. TikTok @TVTani actively responds to comments, complaints, and requests from audiences, both appreciative and critical, and involves them in various interactive activities such as giveaways, offline events, and highlighting inspiring farmer stories. The main indicator of successful engagement is the number of comments, discussions, and active participation that appear in each content. With an open dialogue space, audiences feel more valued and directly involved in the communication process, thus creating an emotional closeness and a sense of belonging to the TV Tani channel.
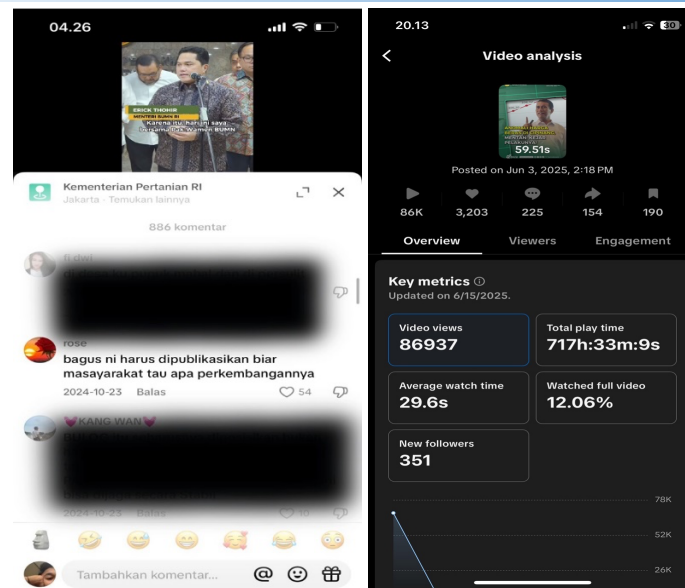
Figure .2. Tani audience comment and analysis. (*Source: Agency data, 2024*).

"We have had several interactions through giveaways, offline we usually hold meetings or events that we cover. There we also interact with the audience who attend the event, usually farmers whose businesses have been successful, from there we also raise their stories and open up opportunities for them to introduce their products." (Chief Editor of TV Tani, Wahyu Indarto, 2025).

"Kalau di akun TV Tani itu komentarnya macam-macam, kadang kalau lagi tren-trennya banget pasti mereka justru lebih banyak curhat, mereka lebih ke curhat, mungkin lebih mengeluhkan dengan harapan akun TV Tani ini bisa menjembatani ke kementan." (Social Media Managers Amanda, 2025)

@TVTani is known to be holding a logo and uniform design competition for the Ministry of Agriculture as a giveaway. Through this content, @TVTani encourages viewers to actively participate by submitting their designs, and the winners will receive attractive prizes. This activity not only increases interaction and engagement on TikTok but also encourages creativity and a sense of ownership in the Ministry of Agriculture's programs.

"We've had several interactions through giveaways. Offline, we usually hold meetings or events that we cover. There, we also interact with the audience who attended the event, usually farmers whose businesses have already been successful. We also share their stories and provide opportunities for them to introduce their products." (Chief Editor of TV Tani, Wahyu Indarto, 2025).

Figure .3. TV Tani Give away competition. (*Source: Agency data, 2024*).

Luttrell (2018) emphasized the importance of two-way communication and active audience participation as the core of sustainable engagement. Wahyudiputra & Setiawati (2023) emphasized that two-way interaction and audience participation strengthen digital community loyalty and encourage higher engagement. Consistently responding to audiences and creating active interaction spaces significantly increases engagement rates on social media (Rosita et.al, 2024). Thus, the two-way interaction strategy implemented by @TVTani is not only effective in building close relationships with audiences but also strengthens @TVTani's position as a participatory and responsive agricultural education channel in the digital era.

3.4 Adaptation to Obstacles

Researchers also found that overcoming various obstacles is a strategy for increasing engagement. The main challenge lies in how to package content in a way that is engaging and engaging, given that agriculture is often perceived as only appealing to a small segment of the population. Furthermore, selecting the right theme, title, and resource persons is also a challenge, as it must capture the attention of a wider audience, not just the farming community.

"The first challenge is how to package the content so that it's interesting, not boring, not too technical, and enjoyable for people. This means that if people enjoy watching, they'll automatically absorb what's in the content. Determining the theme, title, content, and resource persons is also a challenge for us." (Chief Editor of TV Tani, Wahyu Indarto, 2025).

The challenges in content creation are diverse, ranging from the younger generation to the public, who may not have a specific interest in agricultural issues. Selecting the right themes and sources is also a challenge, as it must reach a broad audience, not just the farming community. Furthermore, the content production process, which involves multiple stages from planning and execution to post-production, requires strong coordination across teams to achieve optimal and targeted results.

Another obstacle faced is managing the highly diverse audience feedback . Not all incoming comments are positive; many are outpourings or complaints regarding agricultural conditions in the field, which sometimes do not align with the positive message that @TVTani wants to convey as part of the Ministry of Agriculture. This requires the team to remain responsive and professional in responding to various audience opinions . On the other hand, the very rapid changes in social media

trends also pose a challenge in itself, so the TV Tani team must always be adaptive and ready to innovate so that the content presented remains relevant and in demand. Kennedy and Hensley in Setiawan et, al (2025) highlight the importance of adaptation, cross-team coordination, and continuous monitoring and evaluation in social media management so that engagement can be maintained optimally. One form of comments is audience outpourings can be found in several @TVTani TikTok posts, where users often share their personal experiences, complaints, or hopes regarding the world of agriculture.

"The challenge might be that not many people agree with the content because they know the conditions on the ground. But again, because TV Tani is under the Ministry of Agriculture, we strive to continue reporting on the positive things the Ministry has done." (Social Media Managers Amanda 2025)

Furthermore, rapidly changing social media trends also pose a challenge. The team must constantly adapt to new trends and platforms to ensure content remains relevant and accessible to a wide audience. Overall, the main challenges in developing @TVTani's strategy include creating engaging content, selecting themes and sources, coordinating production, managing diverse audience feedback, and adapting to changing social media trends.

4. Conclusion

Based on the research results, it can be concluded that there are four main strategies used by the @TVTani account in an effort to increase audience engagement. The first of these four strategies is conducting in-depth research before creating content. The second strategy is that the @TVTani team creates content with relevance to current situations and conditions in mind. The third strategy is two-way interaction with the audience, providing feedback based on audience responses, both in the comments section and in other forms, such as giving away prizes or activities. The final strategy is addressing or resolving obstacles in content creation. With these strategies implemented by the @TVTani team, it can be concluded that the Ministry of Agriculture has utilized TikTok to increase engagement with their audience.

The Ministry of Agriculture, through their account @TVTani, has utilized TikTok's advantages, such as its short video format, engaging visuals, personalized algorithms, and easy content distribution, to reach a younger *audience* that has traditionally been less engaged with agricultural issues. However, TikTok also has weaknesses, such as its frequently changing and unpredictable algorithms, the risk of disseminating inaccurate information, and the challenge of maintaining a reputation amidst potential negative comments. Therefore, further research is recommended to further explore the impact of these weaknesses and their mitigation strategies to optimize and sustain communication management through TikTok. This research emphasizes the importance of *adaptive*, *creative* and research-based content management to achieve the agency's communication goals through TikTok.

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