



Designing TikTok Video Content as a Digital Promotional Medium for Kindergarten Schools

Restu Hendriyani Magh'firoh

Institut Informatika Indonesia

Corresponding Author: Restu Hendriyani Magh'firoh restu@ikado.ac.id

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ABSTRACT

The development of the digital era encourages educational institutions to utilize social media as an effective means of communication and promotion, particularly video-based platforms. Kindergarten schools as early childhood education institutions face challenges in reaching parents and prospective students due to the limitations of conventional promotional media and the suboptimal use of digital media. This study aims to design TikTok video content as a digital promotional medium that can increase the appeal and visibility of kindergarten schools. The study used a qualitative approach with the User-Centered Design (UCD) method, which includes the stages of understanding the context of use, determining user needs, designing solutions, and evaluating requirements. Data collection was carried out through observation, interviews with educators, distributing questionnaires to parents and prospective students, and analyzing competitor content on the TikTok platform. The results of the study are TikTok video content designs that display learning activities, school facilities, and educators in a visual, informative, and communicative manner. The findings indicate that creatively, concisely, and consistently designed TikTok video content has the potential to increase school visibility, build a positive image, and strengthen parental engagement and trust

INTRODUCTION

The advancement of the digital era has brought significant changes to communication patterns, information dissemination, and promotional strategies across various sectors, including education. Social media is no longer merely a means of communication but has evolved into a strategic platform for building image, expanding information reach, and engaging with the public quickly and interactively. Nasrullah (2020) states that social media serves as a digital communication space that enables institutions to deliver promotional and educational messages to audiences in real-time and in a participatory manner.

One social media platform currently experiencing rapid growth and high appeal is TikTok. This platform is based on short video content that emphasizes visuals, concise narratives, and creativity, thus capturing users' attention in a relatively short time. According to data from We Are Social (2023), TikTok is one of the social media platforms with the highest user engagement rates in Indonesia, dominated by productive-age users, including young parents. Similarly, Kaye, Chen, and Zeng (2021) explain that TikTok has the power to build emotional engagement through authentic, light-hearted, and easily disseminated video content, making it an effective digital promotional medium.

In the context of early childhood education, digital promotion is a crucial aspect amidst increasing competition among educational institutions. Kindergartens are required to present their identity, educational values, and learning activities in an engaging and communicative manner to reach parents and prospective students. However, many schools still haven't optimally utilized video-based media and tend to rely on conventional promotion. However, according to Susanto (2021), today's parents rely more on digital media, particularly social media, as a primary source for seeking information and comparing educational institutions for their children.

Based on these issues, this study aims to design TikTok video content as a digital promotional medium for kindergartens. The design was conducted using a User-Centered Design (UCD) approach, which places the needs and characteristics of the audience as the primary focus at every stage of the design. This method allows for the design of video content that is not only visually appealing but also relevant, informative, and aligned with user preferences. The novelty of this research lies in the systematic application of TikTok video content design based on user needs in the context of early childhood education promotion. It is hoped that the results of this study can be an alternative strategy for kindergarten schools in increasing visibility, building a positive image, and strengthening parental trust through video-based digital promotional media.

METHODS

This study uses a descriptive qualitative approach with a user-centered design (UCD) method to understand the needs, preferences, and characteristics of parents as the primary target audience for kindergarten school promotions through video-based social media. The qualitative approach allows researchers to explore phenomena in a naturalistic and contextual manner from the participants' perspectives (Moleong, 2019). The UCD method places users at the center of the design process to produce design solutions that meet real-world

needs without requiring users to over-adapt to the designed system (ISO 9241-210, 2010). In the context of digital media, UCD plays a crucial role in ensuring that the designed video content is engaging, easy to understand, relevant, and effective in conveying promotional messages (Preece, Rogers, & Sharp, 2015). The UCD stages implemented include understanding the context of use, specifying user requirements, designing solutions, and evaluating against requirements.

Data collection was conducted through observation, in-depth interviews, questionnaires, and competitor content analysis on the TikTok platform, with a case study at Pertiwi Prigi Kindergarten, Watulimo District, Trenggalek Regency. Pertiwi Prigi Kindergarten has good learning facilities and a safe environment, but communication with parents is still dominated by conventional methods such as circulars and bulletin boards, which are considered ineffective. Although some teachers have used WhatsApp, parent participation is still low, resulting in information often not being conveyed. Parents require fast, easy, and comprehensive access to information regarding school activities and hope for more efficient digital media. Interviews involving the principal, educators, and parents to explore the school's communication conditions, information needs, and expectations for more effective digital promotional media. Questionnaires were used to determine social media usage habits and audience preferences for promotional video content, while competitor analysis aimed to identify content patterns, visual styles, video durations, and effective narrative strategies. The data was analyzed thematically through the stages of data reduction, data presentation, and drawing conclusions (Miles & Huberman, 1994), which then became the basis for designing communicative, concise, and relevant TikTok video content to increase school visibility and parental involvement.

RESULTS AND DISCUSSION

Pre-Design Analysis

The pre-design phase represents the initial stage of this study, aiming to formulate a visual strategy and content concept for TikTok video promotion tailored to the characteristics and communication needs of kindergarten schools. At this stage, direct observations were conducted on the school environment, learning activities, and existing visual identity to identify potential visual elements suitable for video-based promotion. The analysis revealed that conventional communication methods, such as printed announcements and notice boards, were insufficient in reaching parents effectively, particularly due to time constraints and limited engagement.

Interviews with school principals and teachers indicated a strong need for digital media that is visually engaging, easy to access, and capable of delivering information quickly. These findings align with Kaplan and Haenlein (2010), who argue that social media platforms enable organizations to communicate interactively and build stronger relationships with their audiences. TikTok, as a short-video-based platform, was identified as particularly suitable due to its

visual storytelling capabilities and high user engagement, especially among young parents.

Data Analysis Results

The analysis of observational data, interviews, questionnaires, and competitor content on TikTok demonstrates that parents expect promotional content that is concise, authentic, and emotionally appealing. Video content showcasing learning activities, teacher interactions, school facilities, and positive student experiences was perceived as more trustworthy and persuasive. According to Ashley and Tuten (2015), social media content that combines authenticity and emotional appeal tends to generate higher engagement and brand trust.

The findings suggest that TikTok videos can function not only as promotional tools but also as digital storytelling media that communicate educational values and school identity. This supports the argument by Kietzmann et al. (2011) that social media platforms play a strategic role in shaping institutional image and audience perception.

Design Process of TikTok Video Content

The design process followed a User-Centered Design (UCD) approach, emphasizing the needs and preferences of parents as the primary target audience. The process included brainstorming, storyboarding, video production, and refinement. Brainstorming sessions generated ideas related to visual themes, video duration, narrative tone, and platform-specific features such as TikTok trends, music, and transitions. This approach is consistent with ISO 9241-210 (2010), which emphasizes designing solutions based on user needs to enhance usability and effectiveness.

Creative, Verbal, and Visual Concepts

The creative concept adopts a cheerful, warm, and friendly visual style that reflects the world of early childhood education. Short-form videos were designed to highlight daily learning activities, school facilities, and teacher-student interactions through dynamic visuals and natural expressions. Visually, the content utilizes bright colors, simple compositions, and playful graphic elements to attract attention within TikTok's fast-scrolling environment. According to Hwang and Kim (2020), visually engaging short videos significantly increase audience retention and message recall.

The verbal concept employs simple, positive, and persuasive language delivered through on-screen text and captions. Messages such as "learning through play" and "a safe and joyful environment" were used to build emotional connections and trust with parents. This aligns with Fill and Turnbull's (2019) view that effective promotional communication combines visual appeal with clear and emotionally resonant messaging.

Overall, the integration of creative visuals, concise narratives, and TikTok-specific formats demonstrates that well-designed video content can enhance school visibility, strengthen brand image, and increase parental engagement. The results confirm that TikTok serves as a strategic digital promotion medium for kindergarten schools in the contemporary digital landscape.

a. Creative Concept

This grouping of seven main types of content is based on User Centered Design (UCD) principles and the characteristics of the TikTok platform which emphasizes short videos, authentic visuals and emotional storytelling. The addition of MPLS content is a strategic element because the initial phase of school is a crucial moment in building children's sense of security and parents' trust. Video content that shows the adaptation process positively has been proven to be able to increase the audience's emotional involvement and strengthen the image of early childhood education institutions

Table 1. Pertiwi Prigi Kindergarten Video Content Mapping Table

No	Main Content Type	Content Objective	Target Audience	Video Visual Format	Key Message
1	Learning Activities	To showcase fun and interactive learning processes	Parents & prospective parents	Videos of children learning through play and teacher-student interaction	Safe, engaging, and joyful learning environment
2	School Profile & Facilities	To introduce the school identity, environment, and facilities	Prospective parents	Short video tour of classrooms and school facilities	Comfortable, safe, and child-friendly school
3	Teacher Profile	To build a professional and caring educator image	Parents & prospective parents	Videos of teachers teaching and interacting with children	Qualified and compassionate teachers
4	Special Activities & Events	To highlight school activities and thematic programs	Parents & community	Videos of school events and thematic activities	Active school supporting child development
5	School Orientation (MPLS)	To support new students' adaptation and reassure parents	Parents of new students	Videos of first school days, orientation activities, and children's expressions	Safe and enjoyable school adaptation process
6	Parent Testimonials	To increase trust and institutional credibility	Prospective parents	Short testimonial videos from parents	Parents' satisfaction and trust in the school

7	Enrollment Information & Promotion	To deliver promotional messages and enrollment information	Prospective parents	Text-based video animations combined with school activity footage	Join TK Pertiwi Prigi today
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b. Color Concept

The color concept in designing Pertiwi Prigi Kindergarten's social media uses a bright color palette consisting of yellow, light blue, dark blue, orange and white, which is adapted to the characteristics of the world of early childhood. The color yellow represents joy, optimism and enthusiasm for learning, while the color blue symbolizes calm, a sense of security and trust which are important in a child's educational environment (Sanyoto, 2010). The color orange gives a warm and energetic impression that is able to attract attention and evoke positive emotions, while white functions as a neutral color to create visual balance (Kusrianto, 2014). The application of color is carried out consistently in the visual content elements to build a harmonious identity and strengthen the image of Pertiwi Prigi Kindergarten as a friendly, cheerful and professional early childhood education institution.

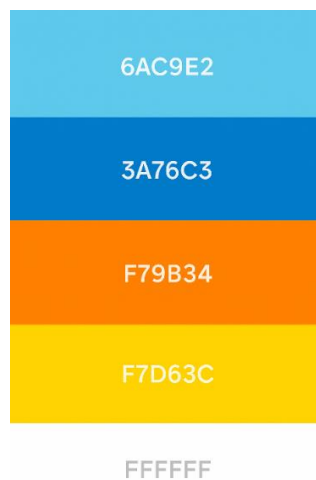


Figure 1. Color Concept

c. Typography Concept

The typographic concept in designing promotional media is designed to represent the cheerful, friendly and expressive characters of early childhood. The Cooper Std Black typeface is used as the main font because its shape is thick and rounded so it gives a strong but friendly impression, while Funky Smile is used as a supporting font to add a cheerful and imaginative feel. The choice of typography aims to maintain readability while increasing visual appeal for the target audience, namely parents and children. The typography arrangement takes into account the principles of information hierarchy and harmony with other visual elements so that the promotional message is conveyed communicatively and effectively. This is in line with the opinion of Sanyoto

(2010) who states that typography that suits the audience's character is able to strengthen visual identity and increase the effectiveness of visual communication.



Figure 2. Typography Concept

d. TikTok Video Content

The results of designing TikTok video content show that content that displays learning activities, teacher and child interactions, school facilities, as well as special activity moments such as MPLS and daily habits is able to convey a positive and communicative image of the school. The video is designed with a short duration, dynamic visual flow, and the use of bright and child-friendly visual elements, so that it is easy to understand and attractive to the main audience, namely parents of prospective students. Excessive use of textless visual narrative, combined with simple typography and appropriate music, reinforces promotional messages and increases emotional appeal. This finding is in line with the opinion of Nasrullah (2017) who stated that audiovisual content on social media is effective in building audience engagement if it is presented authentically and in accordance with the user's character. Overall, the designed TikTok video content is able to increase the visibility of the school and strengthen the identity of the kindergarten as a safe, fun and professional learning environment.





Figure 3. Pertiwi Prigi Kindergarten Tiktok Video Content

The evaluation stage was carried out to assess the effectiveness of TikTok video content design in supporting the promotional objectives of kindergarten schools. Evaluation is aligned to the suitability of the content to the character of early childhood education institutions, the needs of the target audience, and the clarity of message delivery through short video formats. Aspects assessed include visual and audio quality, attractiveness of content, clarity of text and narrative, and consistency of the school's visual identity. The evaluation process involves feedback from school principals, teachers and parents as a form of application of User Centered Design principles (ISO 9241-210, 2010). The evaluation results show that the designed TikTok video content received a positive response from all parties. The principal and teachers assessed that the video was able to represent the school's identity and a friendly and enjoyable learning atmosphere. Parents stated that the information presented via video was easier to understand, interesting and increased confidence in the school. This finding is in line with Hwang and Kim (2020) who stated that authentic and visual short video content can increase audience engagement and trust. Thus, TikTok video content design has proven to have the potential to be an effective digital promotional medium in increasing the visibility and positive image of kindergarten schools.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that TikTok video content design can be utilized as an effective digital promotional medium for kindergarten schools if it is designed based on user needs and characteristics. The application of the User-Centered Design (UCD) method allows the design of video content that is not only visually appealing, but also informative, communicative, and relevant to parents as the main target audience. Video content that displays learning activities, school facilities, educators, and educational values in a creative and concise manner has been proven to have the potential to increase school visibility, build a positive image, and strengthen parental engagement and trust. Based on the research results, it is recommended that kindergarten schools manage TikTok accounts consistently with structured content planning, paying attention to visual quality and educational narratives, and utilizing TikTok's interactive features as part of their digital promotional strategy. The implementation of this research results is

expected to serve as a practical reference for early childhood education institutions in developing video-based digital promotional media that is adaptive to technological developments and community needs.

FURTHER STUDY

Future research is recommended to combine a design approach with quantitative methods to measure engagement levels, audience perceptions, and the influence of TikTok video content on parents' school selection decisions. Further research could also expand the scope of study to various types of educational institutions and explore TikTok's integration with other social media platforms as a digital promotion strategy.

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