

TRAINING AND GUARANTEE IN USE TIKTOK FEATURES FOR PRODUCT MARKETING IN DEVOTION AND ACCOMPANYING IN KEL. BENOWO DISTRICT SEMEMI SURABAYA

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ABSTRACT (10PT)

Sememi sub-district, Benowo sub-district has many residents who are entrepreneurs, including Suroboyo clover village, hydroponic plant cultivation, waste water treatment system, fan crackers (made from mayong fish), batik village, maggot cultivation, orchid cultivation, mushroom cultivation, and waste banks. Even though Sememi Village is quite far from the city center, its residents are able to prove that the area is still suitable for development and is able to develop the potential of existing natural resources by having micro, small and medium enterprises. Many of the MSMEs in Sememi sub-district have marketed their products through digital media marketing, even batik craft products have been included in the e-pekem marketing application. This shows that the residents of Sememi subdistrict have a great desire and motivation to expand their business market share even wider. However, there are also several MSMEs that still use conventional media to run their business. This is because they lack the knowledge and ability to market their products via digital platforms. One of the social media that is currently trending among the public is TikTok. The training and mentoring carried out in the Sememi sub-district was by giving participants a direct tutorial on how to create a TikTok Shop account, after which they were taught the steps for uploading products in the TikTok Shop window. In the activity, material was also provided regarding knowledge about what TikTok Shop is, the benefits and why you should make sales or promotions using this application. The expected output of this activity is to create a society that is more creative, innovative, entrepreneurial in taking advantage of business opportunities from social media, empowering housewives and teenagers into productive things and ready to become entrepreneurs with creativity and innovation in using gadgets, and after By carrying out this activity, it is hoped that there will be an increase in income for people who have their own homemade products and motivate other groups to market their products through the TikTok application which is currently viral.

INTRODUCTION

Sememi Village has an area of 418,964 Ha, with a population of 38,654 people (https://id.wikipedia.org/wiki/Sememi,_Benowo,_Surabaya), and has several superior innovations from Sememi Village. such as, Suroboyo clover village, hydroponic plant cultivation, waste water treatment system, fan crackers (made from mayong fish), batik village, maggot cultivation, orchid cultivation, mushroom cultivation, and waste bank. Even though Sememi Village is quite far from the city center, its residents are able to prove that the area is still suitable for development and is able to develop the potential of existing natural resources by having micro, small and medium enterprises. Many of the MSMEs in Sememi sub-district have marketed their products through digital media marketing, even batik craft products have been included in the e-pekem application marketing. This shows that the residents of Sememi subdistrict have a great desire and motivation to expand their business market share even wider. However, there are also

several MSMEs that still use conventional media to run their business. This is because they lack the knowledge and ability to market their products via digital platforms. According to Purwana et al (2017), digital marketing is the activity of promoting and finding markets through digital media online using various means such as social networks. One of the social media that is currently trending among the local community TikTok

TikTok phenomenon, which has recorded fantastic sales, has had a positive impact on the Indonesian economy. Many MSMEs are helped by marketing their products through the TikTok application (<https://www.ntbpos.com/bisnis/51510288286/dampak-tiktok-shop-bagi-umkm-dan-Ekonomi-indonesia>).

TikTok is a social media that provides many benefits to its users, including that online shops can promote their products in the storefronts on TikTok. Apart from that, users can carry out personal branding with the TikTok application (<https://kumparan.com/salsabila-aulia/aplikasi-tiktok-dapat-berikan-besar-cepat-usernya-1uTk9l9mS8g/>). So the emergence of the TikTok feature really helps Indonesian MSMEs in developing their market share, because through TikTok buyers can find the products they are looking for, by being able to see videos, product reviews and interesting content about products accompanied by music or songs that go viral making TikTok has a wide market share even though it has only been created for a few years.

Based on this situation analysis, the community service team provides education, training and assistance on how to utilize the TikTok application, which is not only made for jogging videos, but can provide great opportunities in marketing products. Because in the Sememi sub-district, the people, both mothers and children of the millennial generation, have many skills in making products. They produce various kinds of products with minimal marketing. By marketing products via TikTok, it will open up very broad business opportunities, because the whole world can see and find the products they are looking for.

METHOD

Community service carried out by the Faculty of Economics, Wijaya Kusuma University, Surabaya is a form of the Tri Dharma of Higher Education for lecturers in addition to conducting teaching and research. The service aims to foster sensitivity and empathy in lecturers so that they care more about the problems that exist in society and apply theory to provide solutions to problems that exist in the field. This community service can be used as a place for practice, for educational staff and non-educative staff as well as the community to implement aspirations according to their scientific fields. To find out what needs are currently needed by the residents of Sememi subdistrict, the community service team used survey methods and direct interviews with the residents of Sememi subdistrict. The location of the service was carried out in the Sememi sub-district, Benowo District, Surabaya, with the targets of the service being housewives and teenagers.

Community service techniques are carried out in the following way :

1. Training on using TikTok features in the TikTok application
2. Training and mentoring regarding the description of science and technology that will be transferred to partners from utilizing the features in the TikTok application is as follows:
 - a. Provide materials and training materials
 - b. Promotion skills training through the TikTok feature
 - c. Implementation of activities (applications for utilizing the TikTok application, namely TikTok features, business management and marketing)
 - d. Monitoring the implementation of activities
 - e. Evaluation and feedback from activities
 - f. Improvements and improvements
 - g. Products are ready to be marketed online using the TikTok application

IMPLEMENTATION OF ACTIVITIES

The training and mentoring carried out in the Sememi sub-district was by giving participants a direct tutorial on how to create a TikTok account, after which they were taught the steps for uploading products in the TikTok storefront.

In the activity, material was also provided regarding knowledge about what TikTok is, its benefits and why you should make sales or promotions using this application.

The following are the results of community service activities in Sememi sub-district :



Figure 1: Implementation of Activities

The activities were carried out by inviting groups of PKK mothers and teenagers from Sememi sub-district, some of whom already have home businesses that have been started for a long time.



Figure 2: Implementation of activities with the Service Team, students and Sememi Village Officials.

Community service is carried out by involving several students who take part and help in this activity. By involving students, the hope is that it can encourage students to have social sensitivity and know the problems that occur in society and how to solve them with the application of the knowledge they have gained in college.



Figure 3: Implementation of Activities (Training and direct assistance in the practice of creating a TikTok account)

The training participants had extraordinary enthusiasm and passion to be able to gain good knowledge and skills from this training, as evidenced by every participant who scrambled to immediately ask questions and show photos of their business which they wanted to market via TikTok media.



Figure 4: Handover of compassion ropes to the Sememi sub-district.

As a form of gratitude and respect because the service team was well received by the residents of Sememi sub-district, the service team provided mementos and were happily received by representatives from Sememi sub-district.

CONCLUSION

The community service activities carried out by the Lecturer Team from the Faculty of Economics and Business, received support and support from the Sememi sub-district and Sememi residents , this was proven by covering and uploading training and mentoring activities on the use of the TikTok application on the Instagram social media account with the account name @cakadam4.

In community service activities in the Sememi sub-district , the participants were very enthusiastic about participating in the step by step activities that we carried out. What was an obstacle during this process was that the wifi network was a little intermittent. This network is very necessary because in this activity the participants immediately opened a TikTok account , so some participants were a little hampered, even though the participants actually already had the ability to create a TikTok account , the training and mentoring helped them in creating a TikTok account .

By having a TikTok account , it is hoped that they can expand their business market share to remote areas of the country, perhaps even overseas .

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