



Journal of Human And Education

Volume 4, No. 4, Tahun 2024, pp 415-421

E- ISSN 2807- 4238, P-ISSN 2807-4246

Website: <https://jahe.or.id/index.php/jahe/index>

Socialization of the Use of Tiktok Shop to MSME Players in Rural Community to Improve the Performance of their MSMEs

Irfansyah^{1*}, Nurul Septya Magisa², Andry Nurmansyah³, Nadiya Yunan⁴, Mahmuddin⁵
Sekolah Tinggi Ilmu Ekonomi YPBH, Indonesia¹ Institut Bisnis dan Ekonomi Indonesia²
Politeknik LP3I, Indonesia³ Universitas Widya Gama Mahakam Samarinda, Indonesia⁴
Universitas Negeri Makassar, Indonesia⁵
Email: irfansyah_aceh@yahoo.co.id^{1*}

Abstract

Keude Bieng Village, which is located on Jalan Meulaboh-Banda Aceh, precisely in Lhoknga District, Aceh Besar Regency, is a tourist area that is very popular with tourists. However, most of the residents along Lhoknga Road opened stalls for visiting tourists. They also produce various typical Acehnese foods and produce various rattan craft skills which are part of micro, small and medium enterprises (MSMEs). The rattan and other bamboo craftsmen who sell along the street of Keude Bieng create economic activity for the community. However, in this modern digital era, many MSMEs still find it difficult to use digital marketing media, so not many people use it. Based on these problems, digital marketing outreach and training, especially the TikTok Shop Application, was carried out for MSME business actors in Keude Bieng Village, Lhoknga District, Aceh Besar Regency. The choice of marketing media using TikTok is because TikTok is currently an application that is loved by the public and the benefits are felt and also its influence on purchasing a product marketed on the application with the aim that MSMEs who use the application can promote and sell products. The aim of carrying out this Community Service activity is to optimize marketing activities for MSMEs digitally so that MSME products in Keude Bieng Village, Lhoknga District, Aceh Besar Regency can cover a wider scope. Community Service Activities in Keude Bieng Village are carried out by holding outreach and training for all MSME players. Based on the activities that have been carried out, MSMEs who do not yet have a TikTok Shop account can be helped to manage the products produced on the platform and understand how to market them. The results of the community service program for MSMEs in Keude Bieng Village, Lhoknga District, Aceh Besar Regency, had a positive impact on those who took part. This is evidenced by increases in knowledge, skills and product quality, number, type and turnover, management capabilities, profits and the number of new entrepreneurs.

Keyword : *Tiktok Shop, MSMEs, Keude Bieng Village, Handicrafts*

INTRODUCTION

The digital era is increasingly advancing and developing. Nowadays, almost all aspects of life have been made easier by technology and the internet. People's shopping patterns have experienced a significant shift as a result of these technological advances. Previously, shopping activities were carried out through face-to-face meetings or using conventional media such as television, radio and newspapers. However, with the advent of internet technology, the way of shopping has changed drastically (Priyono, *et al.*, 2023). According to Pangestika (2022), trends in the business world are also increasingly varying along with the development of internet technology. One trend that is increasingly popular is digital marketing.

Digital marketing is a marketing or promotional activity for a brand or product using digital media or the internet. where products or services are promoted through websites and social media (Khairunnisa, 2022). Therefore, it can be said that the digital era has had a significant impact on daily life and the business sector, especially in terms of shopping and marketing strategies (Nabilah, 2021).

With the development of technology in this increasingly sophisticated modern era, it has brought significant changes in various aspects of life, including in the economic sector. According to the We Are Social report, the number of internet users in Indonesia has reached 213 million people as of January 2023. This number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. The number of internet users in the country rose 5.44% compared to the previous year. In January 2022, the number of internet users in Indonesia will only reach 202 million people (Annur, 2023). This digital transformation has also triggered the emergence of e-commerce which changes the traditional business paradigm into a more modern, efficient and affordable business model (Maria, *et al.*, 2024).

E-commerce first appeared in Indonesia in the 1990s, when the internet became known to the public. At that time, online shopping still felt foreign and awkward. But over time, e-commerce continues to grow rapidly along with the increase in internet users in Indonesia. Now, Indonesian E-commerce is very advanced. Many local and international e-commerce platforms are present and competing fiercely to attract buyers. Technological developments have also made the online shopping process easier, from payment to delivery of goods (Trinoto, 2024). E-commerce continues to grow rapidly, creating a new era in commerce that allows consumers to make transactions without the limitations of space and time (Sugeng, 2018). Go-Jek, Shopee, Tokopedia, and Bukalapak are some examples of e-commerce that have changed the business landscape in Indonesia (Haddawi, 2024). According to Simamora (2024) In the future, E-commerce is predicted to continue to grow rapidly in line with people's increasingly digital lifestyles.

Maria *et al.*, (2024) stated that the development of e-commerce cannot be separated from the role of digital marketing which is key in promoting products and services in cyberspace. Digital marketing in Indonesia has shown significant growth, with various marketing strategies that are innovative and adaptive to the latest trends. Use of social media, search engine optimization, and content marketing are some of the methods used to reach a wider audience and increase sales.

According to Nurhasanah, *et al.* (2023) TikTok Shop is one of the newest phenomena in digital marketing. TikTok, which was initially only known as a short video sharing platform, has evolved into a powerful E-commerce platform, allowing users to directly purchase products through the application. Since its emergence, TikTok has taken the social media world by storm with its unique and interesting concept of sharing short videos. This app is quickly becoming a global phenomenon, especially among the younger generation. The success of TikTok as a social media platform is one of the biggest success stories in the history of social media (Mardhotillah, 2023).

TikTok is currently an application that is loved by the public because of its perceived benefits and influence on purchasing products marketed on the application (Sari *et al.*, 2022). According to Priatama *et al.* (2021) TikTok as a social media platform that allows users to make money through reactions, in-app purchases, and video responses. Teenagers and young adults are active users on TikTok which makes teenagers potential buyers of products marketed by business people. (Wijoyo, *et al.*, 2023).

TikTok is not satisfied as just a social media platform. In recent years, they decided to enter the world of e-commerce by launching TikTok Shop. TikTok Shop allows brands, merchants and other users to showcase their products through engaging short videos. This concept provides a more personal and interactive shopping experience. No one doubts that TikTok Shop has been successful. However, this success also raises a number of questions and concerns. One important question is whether combining social media and e-commerce in one platform is a wise move (Mardhotillah, 2023).

TikTok Shop has become an increasingly popular e-commerce platform, opening up

new opportunities for local Micro, Small and Medium Enterprises (MSMEs). This phenomenon creates a significant impact on the local economy, especially amidst the ongoing digital transformation. This background will outline the factors that influence local MSMEs through the presence of the TikTok Shop. Increasing accessibility is one of the key aspects that strengthens the influence of TikTok Shop on local MSMEs. With this platform, MSMEs can more easily access global markets without geographical restrictions. TikTok Shop enables local business owners to promote their products to a wider audience, creating opportunities for significant business expansion (Asshidqi, *et al.*, 2023).

According to the Coordinating Ministry for the Economy (2021), MSMEs are the most important pillar in the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.2 million with a contribution to GDP of 61.07% or worth 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total existing workforce and can collect up to 60.4% of total investment. Therefore, an in-depth understanding of the impact of TikTok Shop in improving the Indonesian MSME economy is very important, not only for MSME players but also for the government and related stakeholders in formulating appropriate policies and strategies to support future digital economic growth.

When the author carried out his service in Keude Bieng Village, Lhoknga District, Aceh Besar Regency, the author encountered problems experienced by the people of Keude Village, Lhoknga District, namely the lack of information and socialization of the use of Tiktok Shop to MSMEs in the Keude Bieng Village Community which could improve the Performance of MSMEs in the Village. so it is hoped that it can increase sales of woven rattan crafts in Keude Bieng Village, Lhoknga District, Aceh Besar Regency.

Therefore, the author is of the opinion that by holding socialization regarding the Socialization of the Use of Tiktok Shop for MSMEs in the Keude Bieng Village Community, it is useful to increase the potential for greater awareness of the typical rattan woven crafts of Keude Bieng Village and can also increase the number of sales of typical rattan woven crafts of Keude Bieng Village, Lhoknga District. , Aceh Besar Regency.

METHODS

Figure 1.
Problem discovery and problem solutions



When discussing with the village officials of Keude Bieng Village, Lhoknga District, Aceh Besar Regency, the activity method used was theory and guidance to the village community, especially MSME actors in Keude Bieng village as well as introducing and providing direction to the community and MSME actors as well as the positive impact of using the TikTok Shop. can help the people of Bieng Village, especially MSME business actors, in developing their businesses to become better known and have wider sales reach so that they can increase income for MSME actors in Keude Bieng Village, Lhoknga District, Aceh Besar Regency. From the observations made, it can be concluded that the village community, especially MSME actors, do not fully understand the positive impact on the livelihoods of MSME actors. The problems presented in this method are as follows:

1. What are the benefits of using TikTok Shop for MSME Business Actors in Keude Bieng Village,

Lhoknga District, Aceh Besar Regency

2. Solution on how to increase sales using TikTok Shop for MSME Business Actors in Keude Bieng Village, Lhoknga District, Aceh Besar Regency

RESULT AND DISCUSSION

This community service activity carries the theme "Socialization of the Use of TikTok Shop to MSME Players in the Keudeu Bieng Village Community to Improve MSME Performance" in the form of an introduction to what E-Commerce is and what TikTok Shop is, the benefits of using TikTok Shop itself for MSMEs. The number of participants in this socialization was 15 participants, each consisting of 4 village officials and 11 socialization participants, especially MSMEs in Keude Bieng Village, Lhoknga District, Aceh Besar Regency. Village socialization is carried out in several stages. The first stage is the preparation stage. At this stage the service team first observes the condition of the surrounding community. This observation was carried out to obtain information regarding the conditions and goals that the people of Keude Bieng Village, Aceh Besar, want to achieve. Observations were carried out by conducting direct observations by conducting interviews with several MSME actors in Keude Bieng Village, Lhoknga District, Aceh Besar Regency. After obtaining sufficient information, the author and the service team then carried out the problem identification process. This process is carried out so that the solutions offered can solve the problems of the people of Keude Bieng Village, Aceh Besar Regency and so that MSME actors in the village can achieve the desired goals.

The author and the Community Service Team discussed the problems in Keude Bieng Village. As for the results of the discussion, it can be concluded that there is a need to conduct socialization and training on Digital Marketing and the practice of creating a TikTok Shop account for MSME business actors in Keude Bieng Village, Lhoknga District, Aceh Besar Regency. The preparations made are by preparing material regarding digital marketing through the TikTok Shop, and making a schedule of events that will be held during the socialization activity.

Furthermore, based on the problems that have been identified, several solutions can be obtained and become the most appropriate solution. Based on this solution, a needs analysis is then carried out to find out what is needed during the activity implementation process. The activity plan is then prepared according to the needs that have been identified. This activity plan is important so that the implementation of the activity can run smoothly, be directed, and be in accordance with the initial objective of implementing the activity to solve the problems of the people of Keude Bieng Village, Lhoknga District, Aceh Besar Regency.

When the author carried out his service in Keude Bieng Village, Lhoknga District, Aceh Besar Regency. The author found problems experienced by the community, especially MSME actors, namely the lack of knowledge and information regarding the use of digital marketing for MSME actors, which resulted in the residents of Keude Bieng Village not using it properly and correctly and also maximizing the use of digital marketing for MSME actors in Keude Village. Efforts to optimize the use of TikTok Shop in improving digital business in rural communities is one of the breakthroughs that can create jobs and create a sustainable economy in Keude Bieng Village, Lhoknga District, Aceh Besar Regency.

The methods used during implementation are Socialization and Training. The training lasted two and a half hours. The first thirty minutes of material was delivered by speakers from the community service team, after that a fifteen minute question and answer session was held. After the question and answer session was finished, practice was carried out on creating a TikTok Shop account and how to use it, accompanied by the author and the community service team. After the TikTok Shop account is created, training is then carried out on using the TikTok Shop account to market products from MSMEs in Keude Bieng Village. MSME actors who took part in this training and outreach were very enthusiastic about practicing creating a TikTok Shop account. After the TikTok Shop account has been created, MSMEs start trying to market their products on the TikTok Shop platform.

Before the training and outreach activities were held in Keude Bieng Village, the

community and MSMEs in the village did not yet have a TikTok Shop account as a means of marketing products. Some of the products produced, namely woven rattan handicrafts made by village communities, if you look at the potential of Keude Village handicrafts, have the potential to be successful and better known by the wider community and able to increase the economy and income for MSMEs in Keude Bieng Village. Therefore, this community service activity is carried out to maximize the marketing carried out by these MSME actors.

Keude Bieng Village, which is located on Jalan Meulaboh-Banda Aceh, precisely in Lhoknga District, Aceh Besar Regency, is a tourist area that is very popular with tourists, especially surfers. However, many residents along Lhoknga Road have opened stalls for tourists who visit and enjoy the beauty of Lhoknga beach. They also produce various typical Acehese foods and produce various rattan craft skills which are part of micro, small and medium enterprises (MSMEs). The rattan and bamboo craftsmen who make furniture and various other household equipment are sold along the street of Keude Bieng, creating economic activity for the community (Apridar, 2022).

This activity was carried out at the Keude Bieng Village Hall, Lhoknga District, Aceh Besar Regency. The explanation of the material about TikTok Shop as a digital marketing strategy for MSMEs was well received by MSME players who took part in this activity. In this community service activity, it was explained that TikTok Shop can be an effective digital marketing strategy for MSMEs in the village. By utilizing TikTok's creative potential and wide reach, MSMEs can expand their customer base, increase brand awareness and increase product sales. However, MSMEs must also overcome the challenges associated with using these platforms and develop appropriate strategies to achieve optimal results (Arum, *et al.*, 2023).

Next, continue with the practice of creating a TikTok Shop account. MSME players create a TikTok Shop account and then continue marketing the products through the TikTok Shop account that has been created. All participants did it enthusiastically and the training process went well. Based on the results of the satisfaction survey conducted after the community service activities took place, it was found that the MSMEs felt satisfied and greatly helped by this activity.

To increase the success of digital promotions through the TikTok Shop, ongoing assistance will be provided. then assess the promotional efforts carried out by MSME actors in Keude Bieng Village by the author and the Community Service Team. Assistance is carried out for 10 days after the event is completed. This was done to monitor the extent to which TikTok Shop can help market MSME products in Keude Bieng Village and also the obstacles faced by MSME players. The TikTok Shop socialization and training provides benefits to MSMEs and also helps MSMEs gain profits from product sales. The benefits obtained (Outcome) from the results of this activity are:

Table 1. Benefits of Community Service Activities

No.	Parameter	Conditions Before Community Service	Conditions After Community Service
1.	Product Quality	The products sold by participants remain of the same quality as the standard products usually sold	Product quality has improved considerably, and participants are improving product quality to enable them to provide the latest innovations
2.	Ability	Participants have no knowledge or experience using online sales applications	Participants are already proficient and are starting to use online sales applications
3.	Types of Products	Sales standards still apply to the types of products sold	The types of products sold are increasing, and participants have started to develop new products
4.	Total Turnover	Transaction volume did not	The number of sales is

		experience a substantial increase, as observed throughout the community service	increasing because participants sell offline and online, so many buyers come from outside the Pangkah sub-district area
5.	Knowledge	Many participants don't know how to implement and create an online sales plan	Participants already have the ability to implement and create sales plans online
6.	Quantity of Products	Because the types of products sold have not changed, the number of products sold is still in accordance with sales standards	Due to increasing customer demand, the number of products has increased

CONCLUSION

Based on the explanation above, it can be concluded that this Community Service Activity can broaden the knowledge of local residents, especially MSMEs in Keude Bieng Village, in knowing that using the TikTok Shop Application can maximize the use of digital marketing for MSMEs in Keude Bieng Village, Lhoknga District, Regency. Aceh Besar, although there are several things that still need to be improved for the progress of the community in Keude Bieng Village. Optimizing the use of TikTok Shop in Improving Digital Business in Rural Communities currently still has many obstacles such as:

1. The lack of knowledge and information regarding the benefits of digital marketing through the TikTok Shop Application for MSMEs has resulted in digital marketing in Keude Bieng Village, Aceh Besar, not being utilized properly and optimally.
2. The government's role is very important in helping economic development in supporting MSMEs in Keude Bieng Village to become more advanced than before.
3. Community service provided to MSME business actors in the Keude Bieng Village area of Aceh Besar has had a positive impact on participating MSME participants. This is proven by increasing knowledge, skills and quality of products, number, type and turnover, management capabilities, profits and number of new entrepreneurs.

EXPRESSING OF THANKING

The author would like to express his deepest gratitude to all parties involved in this service, including the Keude Bieng Village Apparatus, Village MSMEs, Lhoknga Subdistrict Head and Aceh Besar Regency government officials who have accepted the proposals given and are expected to be able to make this happen.

REFERENCE

- Annur, C.M., 2023. "Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023". Databoks.katadata.co.id: <https://databoks.katadata.co.id/datapublish/2023/09/20/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>.
- Apridar, 2022. "Keude Bieng, Pusat UMKM Kerajinan Rotan". Aceh.tribunnews.com : <https://aceh.tribunnews.com/2022/06/03/keude-bieng-pusat-umkm-kerajinan-rotan>
- Arum, M.P., Hidayat, C.M., 2023. PELATIHAN DAN SOSIALISASI TIKTOK SHOP SEBAGAI STRATEGI DIGITAL MARKETING UNTUK OPTIMALISASI UMKM MENUJU DIGITALISASI. *Indonesian Journal of Community Service and Innovation (IJCOSIN)*, 3(2), 33-41.
- Asshidqi, A.A., Yuliana, N., 2023. Pengaruh Tiktok Shop Terhadap UMKM Lokal. *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 1(5),149-156.
- Haddawi, R., 2024. "Mengenal Perusahaan e-Commerce di Indonesia: Daftar dan Perkembangannya". Online-pajak.com : <https://www.online-pajak.com/seputar-efaktur-ppn/e-commerce-di-indonesia>

- Khairunnisa, C.M., 2022. Pemasaran Digital sebagai Strategi Pemasaran: Conceptual Paper. *Jurnal Aplikasi Manajemen dan Inovasi Bisnis*, 5(1), 98-102.
- Maria, V., Janah, R., 2024. Analisis Peran Tiktok Shop dalam Mendorong Ekonomi UMKM di Indonesia. *SAMMAJIVA: Jurnal Penelitian Bisnis dan Manajemen*, 2(2), 138-146.
- Mardhotillah, R.R., 2023 "Belajar dari Kasus TikTok Shop: Perkembangan dan Ancaman Bagi UMKM Lokal". Unusa.ac.id : <https://unusa.ac.id/2023/10/10/belajar-dari-kasus-tiktok-shop-perkembangan-dan-ancaman-bagi-umkm-lokal/>
- Nabilah, I., 2021. Pemanfaatan Digital Marketing dalam Strategi Bisnis. *Manajemen Bisnis*, Nurhasanah, A., Day, S.C.P., Sabri, 2023. Media Sosial Tiktok Sebagai Media Penjualan Digital Secara Live di Kalangan Mahasiswa Universitas Ahmad Dahlan. *JSSH : Jurnal Sains Sosial dan Humaniora*, 7(2), 69-77.
- Priatama, R., Ramadhan, I. H., Zuhaida, A., Akalili, A., Kulau, F., 2021. ANALISIS TEKNIK DIGITAL MARKETING PADA APLIKASI TIKTOK (Studi Kasus Akun TikTok @jogjafoodhunterofficial). *SOCIA: Jurnal Ilmu-Ilmu Sosial*, 18(1), 49-60
- Priyono, M.B., Sari, D.P., 2023. Dampak Aplikasi Tiktok Dan Tiktok Shop Terhadap UMKM Di Indonesia. *Jurnal Ilmiah Wahana Pendidikan*, 9(17), 497-506.
- Pangestika, W., 2022. "Digital Marketing : Pengertian dan Jenis Strategi Penerapan Bisnis". *Jurnal.id* : <https://www.jurnal.id/id/blog/mengenal-digital-marketing-konsep-dan-penerapannya/>.
- Sari, M. N., Septrizarty, R., Farlina, W., Kahar, A., 2022. Analisis Strategi Bisnis UMKM Melalui Pemanfaatan Media Sosial TikTok Shop. *Journal of Economic and Management Sciences*, 5(1), 1-9.
- SIARAN PERS HM.4.6/103/SET.M.EKON.3/05/2021. "UMKM Menjadi Pilar Penting dalam Perekonomian Indonesia". <https://ekon.go.id/publikasi/detail/2969/umkm-menjadi-pilar-penting-dalam-perekonomian-indonesia>
- Simamora, E., 2024. "Bisnis E-Commerce Menggiurkan, Marketplace Asal Amerika Masuki Pasar Indonesia". Beritasatu.com : <https://www.beritasatu.com/network/medanbisnisdaily/226355/bisnis-e-commerce-menggiurkan-marketplace-asal-amerika-masuki-pasar-indonesia>
- Sugeng, 2018. E-COMMERCE SEBAGAI PENDUKUNG PEMASARAN. *Jurnal Universitas Suryadarma*, 4(1),143-156.
- Trinoto, 2024. "Pesatnya Perkembangan E-Commerce Di Indonesia Yang Wajib Kamu Tahu". Unpas.ac.id : <https://www.unpas.ac.id/pesatnya-perkembangan-e-commerce-di-indonesia-yang-wajib-kamu-tahu/>.
- Wijoyo, S.G., 2023. Fenomena Aplikasi TikTok Shop Sebagai Alternatif Belanja Hemat. *DARUNA : Journal of Communication*, 2(2), 109-114.