



**Journal of Human And Education**

Volume 4, No. 4, Tahun 2024, pp 737-744

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

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

## **Socialization of the Use of the Live Tiktok Shop Feature as a Marketing Method in Increasing Housewives' Home Businesses**

**Basnendar Herry Prilosadoso<sup>1\*</sup>, Ainun Nazriah<sup>2</sup>, Johni Eka Putra<sup>3</sup>, Eva Desembrianita<sup>4</sup>,  
Ainil Mardiah<sup>5</sup>**

Institut Seni Indonesia Surakarta, Indonesia<sup>1</sup>, Universitas Krisnadwipayana, Indonesia<sup>2</sup>  
Unversitas Pendidikan Indonesia, Indonesia<sup>3</sup>, Universitas Muhammadiyah Gresik,  
Indonesia<sup>4</sup>, Universitas Adzkoa, Indonesia<sup>5</sup>  
Email:basnendar@isi-ska.ac.id<sup>1\*</sup>

### **Abstract**

The increasingly sophisticated technological progress in this modern era is one of the innovations resulting from the rapid development of technology, namely online sales or digital business. Purwosari Village is one of the villages in Laweyan subdistrict, Surakarta City, Central Java Province, where many residents are involved in managing industrial houses. According to Purwosari sub-district officials, the number of home industries in the village is already large, but home industry players still carry out traditional marketing such as Word of Mouth (WoM) and promotions using the WhatsApp application only. So far, Home Industry players still find it difficult to use digital marketing media so not many people use it. Based on these problems, digital marketing outreach and training was carried out, especially using the Live TikTok Shop feature. The choice of marketing media using TikTok is because this platform is widely used by the general public and has a TikTok Shop which is a social commerce feature with the aim of enabling MSMEs who use this application to promote and sell products. The aim of carrying out this Community Service activity is to optimize marketing activities for home industry digitally so that home industry products in the Purwosari Subdistrict, Laweyan District can cover a wider coverage not only in the surrounding area but can cover all of Indonesia. Community Service Activities in Purwosari Village are carried out by holding outreach and training for all Home Industry players. Based on the activities that have been carried out, Home Industry players who do not yet have a TikTok Shop account can help manage the products produced on the platform and understand how to market them. The result of this socialization and training is an increase in the ability of Home Industry players to utilize the Live TikTik Shop feature and also increase sales of goods produced by the Home Industry.

**Keywords :** *TikTok Shops, Home Industri, Purwosari*

### **INTRODUCTION**

In the current era of modern technology, the development of digital technology in the world, especially Indonesia, can be said to be very rapid. According to Salsabila *et al.* (2024) Around 56% or 2.42 billion of Indonesia's population has internet access and half of that number, around 2.14 billion, has used social media. The development of information technology has a very influential impact on human life, including problems in the world of business and marketing (Rakhmad, *et al.*, 2023). As the digital era continues to develop in this increasingly modern era, social media has become an important platform for companies to market their

products (Mavilinda *et al.*, 2021).

Rachman *et al.* (2022) stated that the development of digital technology has had a major impact on the world of marketing. Companies can now utilize digital technology to expand market reach and reach consumers more effectively. The digital era like now has provided opportunities for business people. Many business people use digital technology as a promotional medium to expand market reach, so they can reach more active consumers (Aji *et al.*, 2022). The use of social media has become an integral part of modern life in today's digital era. Along with the development of information and communication technology, social media has had a significant impact on various aspects of human life (Novitasari, 2022). According to Sukendro (2023) social media is also a forum on the internet that allows users to interact, introduce themselves, communicate with other social media users, thereby forming a social bond between users in cyberspace or the virtual world.

The use of Social Media is one of the latest developments in digital marketing (Hamdani, *et al.*, 2023). According to Azhari, *et al.* (2022) that social media such as TikTok, Facebook, Twitter, Instagram, and LinkedIn, have become important platforms for companies to build their brands and market their products online. Additionally, digital technology has enabled companies to use data and analytics to increase the effectiveness of their marketing campaigns (Maulid, 2024). Companies can use this data to understand consumer preferences and behavior, and adjust their marketing campaigns to be more relevant and effective. Apart from that, digital technology has also enabled companies to develop various forms of creative marketing campaigns that can attract consumer attention and increase engagement (Sifwah, *et al.*, 2024).

According to Fitriatun (2019) there are several forms of creative marketing campaigns including content marketing, influencer marketing, and user-generated content. However, the development of digital technology also brings challenges for companies in managing and processing increasing amounts of consumer data. Companies must be able to overcome this challenge by strengthening their analytical capabilities and increasing the security of consumer data (Wahyudi, *et al.*, 2023).

The presence of social media today is not just a platform for social interaction. Now, social media has become one of the main pillars for business activities and digital marketing strategies among business actors or MSMEs. In facing the growing digitalization trend, MSMEs are required to adapt to market needs and utilize social media as one of the main strategies in developing their business. This is the key to success for MSMEs in expanding marketing networks and exploiting wider market potential in the ever-growing digital era (Lestari *et al.*, 2024). According to BPS data (2023), the main location for accessing the internet is at home, which is a preference for internet users, both in urban and rural areas. More than 95.31 percent of internet access is carried out at home, followed by access in public places, while traveling, at work and school.

The high internet penetration among Indonesian society not only allows MSMEs to promote their products, but also facilitates the use of social media as a marketing strategy that provides convenience to consumers (Afrianti, *et al.*, 2024). In the digital era, the use of digital marketing is not just an opportunity, but a necessity (Muhtar, 2024).

The public is encouraged to follow online advertising trends with tools, such as the Keyword Tool or Google Trends, to gain effective access to target consumers. However, the ease of digitalization brings its own challenges for MSMEs (Maupa *et al.*, 2023). Digital skills and internet mastery are crucial so that MSMEs can compete effectively in an increasingly competitive market. Even though there have been training efforts, there are still many MSMEs that are not yet optimal in implementing digital marketing techniques. This shows room for increasing understanding and implementation of more efficient practices in digital marketing (Lestari, *et al.*, 2024).

Digital marketing is a promotion and market exploration tactic through online platforms using digital media which presents several opportunities to advertise and interact directly with potential consumers, without being bound by time and location limitations (Saputra *et al.*, 2023). According to Erwin *et al.* (2024) Digital marketing involves the use of

electronic technology, especially information technology, to carry out all business processes, from buying and selling transactions to interacting with customers via digital media.

TikTok is a social media that is currently popular and is used by many people, especially the younger generation (Salsabila, *et al.*, 2024). Based on the results of research conducted by Business of Apps, TikTok estimates that in 2021, TikTok users will be dominated by those aged 20 to 29 years, with a share of 35%. Users aged between 10 and 19 years are in second place globally, accounting for 28% (Dihni, 2022). Of course this is a business opportunity by marketing via TikTok. Using TikTok in digital marketing strategies can be an attractive alternative to reach a wider target audience (Aji, *et al.*, 2022).

TikTok, as a social media platform that is currently in demand by teenagers, is usually used as a way to entertain and interact with followers and as a source of income (Amartha, *et al.*, 2023). This TikTok application has a live streaming feature. Live streaming is one of the many new trends that has emerged as a result of rapid technological developments, after video stories and video sharing which were popular on social media (Agustiani, *et al.*, 2023).

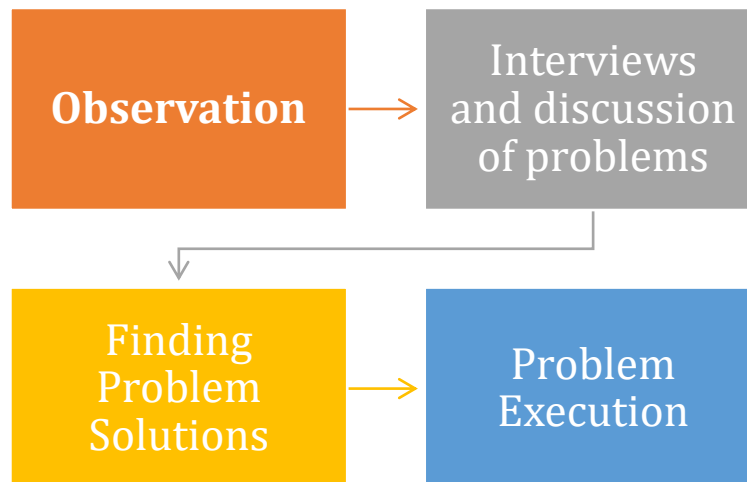
According to Yanti *et al.* (2023) stated that Tiktokshop really helps entrepreneurs in developing their business, because Tiktokshop is used by the general public and is used as a transaction medium. The live streaming feature on the TikTok application is very useful for entrepreneurs to market their products because it can help the TikTok account algorithm. Apart from that, the TikTok account can be prioritized by the Tiktokshop application, because TikTok prioritizes accounts that often sell using the live streaming feature (Dewi, 2023). Although entrepreneurs still experience obstacles in determining the right time for promotions, creating interesting content, and interacting persuasively with audiences (Kadarisman, *et al.*, 2024). The live streaming feature on the TikTok platform can help increase sales because going live can increase buyers' sense of trust in a product being sold (Juliana, 2023).

When the author carried out his service in Purwosari Village, Laweyan District, Surakarta City, Central Java Province. The author encountered a problem experienced by residents in Purwosari Village, Laweyan District, namely that there are not many home industry business actors in Purwosari Village, Laweyan District who market their products digitally on the TikTok Shop with the aim of making them affordable to the community with wider market potential not only around Surakarta City. but can penetrate the Indonesian market. By marketing via the TikTok Shop application, producers can explain their products with the aim of being seen by a wider range of potential consumers compared to conventional methods.

Therefore, the author believes that holding outreach regarding the Socialization of Using the Live Tiktok Shop Feature can be useful in helping residents as a Marketing Method in Increasing Home Businesses for Housewives to develop home industries in Puwosari Village, Laweyan District, Surakarta City, Central Java Province.

## METHODS

**Figure 1.**  
Problem discovery and problem solutions



When discussing with home business actors and government officials from Purwosari Village and Laweyan District, Surakarta City, the activity method used was theory and direction to socialization participants, namely residents and home business actors, as well as introducing and providing direction to participants as well as the impact of using the Live TikTok feature. The shop can help home business people in Purwosari Village to develop and the sales market share can expand and be easily reached so that it can help business people develop their businesses to become bigger. The problems and solutions presented in this method are as follows:

1. The impact of using the Live TikTok Shop feature in helping expand the sales network for home businesses in Purwosari Village, Laweyan District
2. The solution is how to use the Live TikTok Shop feature as creatively as possible so that consumers are interested in buying goods offered by household business actors in Purwosari Village, Laweyan District, Surakarta City, Central Java Province

### • **Implementation Method**

In this service activity several methods are used, namely:

1. Providing digital materials to home business actors in the Purwosari Village area, Laweyan District, Surakarta City, Central Java Province
2. Introducing the Live TikTok Shop feature as a marketing medium for promoting business products
3. Providing training to business actors in creating market places and TikTok Shops accounts which are currently becoming a trend in business promotion media
4. Provide an understanding of how to manage the market in the TikTok Shop application
5. Stages of education

### • **Implementation Flow**

#### A. Target Audience

The main targets of this service activity are small and medium home business actors in the Purwosari Village area, Laweyan District, Surakarta City, Central Java Province, as well as the general public who need.

#### B. Implementation of Activities:

##### 1.) Preparation Phase

The activities that will be carried out in the preparation stage are as follows:

- a.) Conduct a survey of the targets in this service activity
- b.) Make proposals and complete the administration of permits for places or community service locations
- c.) Create modules or materials that will be delivered to targets or target audiences

d.) Determine the time and media needed to carry out the activity.

## 2.) Implementation of Activities

After all permits and equipment preparation have been completed, service activities are carried out. Home business actors are involved in preparing this service activity, starting from obtaining permits, making modules, to preparing everything. This service activity is divided into several sub-activities, namely:

- a) This survey was conducted to make it easier for service participants to carry out activities.
- b) Carry out activities directly for household business actors
- c) Assessing the results of activities.

## 3.) Make reports related to activities

- a) Making an Initial Report An initial report is created to describe the results achieved during service activities
- b) Report Revision The report is changed if an error occurs
- c) Making the Final Report The final report is made after revising the initial report so that the results are better

## RESULT AND DISCUSSION

The following is a series of community service activities that have been carried out:

- a. Opening and introduction providing socialization material
- b. Providing material through an introduction to what the TikTok Shop Application is, marketing the Live TikTok Shop Feature to home business people in the Purwosari Village Area
- c. Introducing the internet as a communication and promotional medium
- d. Introducing how to market using TikTok Shop
- e. Teaches how to create and manage a TikTok Shop account.

When the author carried out his service in Purwosari Village, Laweyan District, Surakarta City, Central Java Province. The author found problems experienced by the community, namely the lack of knowledge and information regarding the use of digital marketing for home industry players which resulted in residents of Purwosari Village not using it properly and correctly and also how to maximize the use of digital marketing for home industry players in Purwosari Village. Efforts to Optimize Digital-Based Home Industries through the Live TikTok Shops Feature in Increasing Community Digital Business is one of the breakthroughs that can create jobs and realize a Sustainable Economy in Purwosari Village, Laweyan District, Surakarta City, Central Java Province

To increase the success of digital promotions through the Live TikTok Shop Feature, ongoing assistance will be provided. then assess the promotional efforts carried out by Home Industry players. The benefits obtained (Outcome) from the results of this activity are:

Table 2. Benefits of Community Service Activities

No.	Parameter	Conditions Before Community Service	Conditions After Community Service
1.	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
2.	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
3.	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
4.	Product Quality	The products sold by participants remain of the same quality as the	Product quality has improved considerably, and participants are

		standard products usually sold	improving product quality to enable them to provide the latest innovations.
5.	Total Turnover	Transaction volume did not experience a substantial increase, as observed throughout the community service	The number of sales is increasing because participants sell offline and online, so many buyers come from outside the Pangkah sub-district area
6.	Ability	Participants have no knowledge or experience using online sales applications	Participants are already proficient and are starting to use online sales applications

## CONCLUSION

Based on the explanation above, it can be concluded that this Community Service Activity increases the insight of residents around Purwosari Village in knowing that its implementation can maximize the use of digital marketing for home industry players in Purwosari Village, although there are several things that still need to be improved for the progress of the community in Purwosari. Optimal implementation of digital product marketing for the Home Industry by utilizing the Live TikTok Shop feature in improving digital business. Society currently still has many obstacles such as:

1. Community service given to Home Industry business actors in the Purwosari Village area has a positive impact on those who take part. This is proven by increasing knowledge, skills and quality of products, number, type and turnover, management capabilities, profits and number of new entrepreneurs.
2. The lack of knowledge and information regarding the benefits of digital marketing for home industry players has resulted in digital marketing using the Live TikTok Shop feature in Purwosari Village not being utilized properly and optimally.
3. The role of the local government is very beneficial in helping and supporting improving marketing for local home industry players

## EXPRESSING OF THANKING

The author would like to express his deepest gratitude to all parties involved in this service, including the residents of Purwosari Village, members of the home industry of Purwosari Village, as well as the local government who were involved and gave permission and blessing for the implementation of this service who have accepted the proposals given and are expected to be able to make this happen.

## REFERENCES

- Afrianti, U., Anshori, M.I., Andriani, N., 2024. DIGITALISASI MARKETING MELALUI INSTAGRAM DAN FACEBOOK ADS DALAM MENINGKATKAN SKALA USAHA UMKM: SYSTEMATIC LITERATURE REVIEW. *Jurnal Masharif al-Syariah: Jurnal Ekonomi dan Perbankan Syariah*, 9(1), 187-198.
- Agistiani, R., Rahmadani, A., Hutami, A.G., Kamil, M.T., Achmad, N.S., Rozak, R.W.A., & Mulyani, H., 2023. Live-streaming TikTok: Strategi mahasiswa cerdas untuk meningkatkan pendapatan di era digitalisasi. *Journal of Management and Digital Business*, 3(1),1-19.
- Aji, G., Fatimah, S., Minan, F., & Azmi, M.A., 2022. Analisis Digital Marketing Tiktok Live sebagai Strategi Memasarkan produk UMKM Anjab Store (Digital Marketing Analysis of Tiktok Live as a Strategy to Market Anjab Store MSME products). *Jurnal Bisnis dan Pemasaran Digital (JBPD)*,2(1),13-24.
- Amartha, M.R., & Anwar,F., 2023. Strategi Kreatif Membuat Konten Media Sosial TikTok Yang Diminati Remaja. *Jurnal Sosial Dan Humaniora*, 1(2), 259-270.

- Azhari, S., & Ardiansah, I., 2022. Efektivitas Penggunaan Media Sosial TikTok Sebagai Platform Pemasaran Digital Produk Olahan Buah Frutivez (@hellofrutivez ) Effectiveness the Use of TikTok Social Media as Digital Marketing Platform on Processed Fruit Product Frutivez (@hellofrutivez ). *JUSTIN (Jurnal Sistem Dan Teknologi Informasi)*, 10(1), 222–229.
- BPS, 2023. “Statistik Telekomunikasi Indonesia 2022”. Bps.go.id : <https://www.bps.go.id/id/publication/2023/08/31/131385d0253c6aae7c7a59fa/statistik-telekomunikasi-indonesia-2022.html>
- Dewi, W.A., 2023. *Pengaruh Content Marketing, Live Streaming, dan Online Customer Review Terhadap Minat Beli (Studi Kasus Brand Jiniso pada Aplikasi TikTok di Kota Malang)*. Skripsi. UNIVERSITAS ISLAM NEGERI (UIN) MAULANA MALIK IBRAHIM MALANG.
- Dihni, V.A., 2022. ”Pengguna TikTok Mayoritas Berusia Muda, Ini Rinciannya. Databoks.katadata.co.id : <https://databoks.katadata.co.id/datapublish/2022/07/20/pengguna-tiktok-mayoritas-berusia-muda-ini-rinciannya>
- Erwin, Cindrakasih, R.R.R., Sari, A., Hita, Boari, Y., Judijanto, L., Tadampali, A.C.T., 2024. *PEMASARAN DIGITAL (Teori dan Implementasi)*. Yogyakarta : PT. Green Pustaka Indonesia.
- Fitriatun, E. (2019). Brown, D., e Hayes, N. (2015). Influencer marketing: who really influences your customers? *Journal of Chemical Information and Modeling*, 53(9).
- Hamdani, M.F., & Nugroho, R.H., 2023. Penerapan Digital Marketing Pada Media Sosial Dalam Upaya Peningkatan Penjualan Produk Learning Course Vocasia Di Jakarta Timur. *MASIP : Jurnal Manajemen Administrasi Bisnis dan Publik Terapan*, 1(2),25-34.
- Juliana, H., 2023. Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *SINOMIKA JOURNAL*, 1(6),1517-1538.
- Kadarisman, N. A., & Ekawati, R., 2024. Optimalisasi media sosial tiktok live sebagai media komunikasi persuasif pada fashion untuk menghasilkan omzet sesuai target (studi kasus pada Oemah Gamis. *Lektur : Jurnal Ilmu Komunikasi*, 7(1),55-63.
- Lestari, A.I., Purwono, J., 2024. “Media Sosial Sebagai Pemasaran Digital UMKM”. Fem.ipb.ac.id : <https://fem.ipb.ac.id/index.php/2024/02/12/media-sosial-sebagai-pemasaran-digital-umkm/>
- Maulid, R., 2024. “Peran Data Science untuk Optimalkan Marketing Campaign”. Dqlab.id : <https://dqlab.id/peran-data-science-untuk-optimalkan-marketing-campaign>
- Maupa, H., Muis, M., Cokki, & Sulaiman, S., 2023. *MARKETING DIGITAL*. Yogyakarta : PT. Nas Media Pustaka
- Mavilinda, H. F., Nazaruddin, A., Nofiawaty, N., Siregar, L.D., Andriana, I., & Thamrin, K.M.H., 2021 . Menjadi “UMKM Unggul” Melalui Optimalisasi Strategi Pemasaran Digital dalam Menghadapi Tantangan Bisnis di Era New Normal. *Sricommerce: Journal of Sriwijaya Community Services*, 2(1), 17-28.
- Muhtar, 2024. “Mangenal Digital Marketing dan Jenis-Jenisnya”. Uici.ac.id : <https://uici.ac.id/mangenal-digital-marketing-dan-jenis-jenisnya/>
- Novitasari, A.S., 2022. “Dampak Media Sosial Terhadap Kehidupan di Era Digital”. Binus.ac.id : <https://binus.ac.id/malang/communication/2022/11/15/dampak-media-sosial-terhadap-kehidupan-di-era-digital/>
- Rachman, E., Antu, Y., & Mohi, E.M.H., 2022. Pengembangan Kewirausahaan dan Daya Saing UKM Fani Bordir Melalui Produk Unggulan Lokal di Kelurahan Liluwo Kecamatan Kota Tengah Kota Gorontalo. *Jurnal Pengabdian Pada Masyarakat Universitas Bina Taruna Gorontalo*,1(1), 19-25.
- Rakhmad, F.F., Kusuma, Y.B., 2023. PEMANFAATAN LIVE STREAMING DALAM OPTIMALISASI PENJUALAN DI PT BEHAESTEX (STUDI KASUS PADA PLATFORM TIKTOK). *KARYA: Jurnal Pengabdian Kepada Masyarakat*,3(2),97-100.
- Salsabila, A., Misidawati, D.N., 2024. PEMANFATAAN TIKTOK LIVE SEBAGAI SARANA STRATEGI PEMASARAN DALAM MENINGKATKAN PENJUALAN PADA UMKM GALAXY PICTURE. *Jurnal Sahmiyya*, 3(1), 209-216.
- Saputra, H.T., Rif'ah, F.M., & Andrianto, B., 2023. PENERAPAN DIGITAL MARKETING SEBAGAI

- STRATEGI PEMASARAN GUNA MENINGKATKAN DAYA SAING UMKM. *Journal Economy Management Business and Entrepreneur*, 1(1), 29-37.
- Sifwah, M.A., Nikhal, Z.Z., Dewi, A.P., Nurcahyani, N., & Latifah, R.N., 2024. Penerapan Digital Marketing Sebagai Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM. *MANTAP: Journal of Management Accounting, Tax and Production*, 2(1), 109-118.
- Sukendro, G.G., 2023. "Pemanfaatan Live Streaming di Media Sosial TikTok". *KIWARI*, 2(3). <https://doi.org/https://doi.org/10.24912/ki.v2i3.25874>
- Wahyudi, A., Assyamiri, M.B.T., Al-Aluf, W., Fadhillah, M.R., Yolanda, S., & Anshori, M.I., 2023. Dampak Transformasi Era Digital Terhadap Manajemen Sumber Daya Manusia. *Jurnal Bintang Manajemen (JUBIMA)*, 1(4), 99-111.
- Yanti, I., Tasnim, N., Aulia, R.F., & Nurbaiti, 2023. Analisis Perkembangan EBusiness Dalam Pemanfaatan Media Sosial Tiktok Shop. *Jurnal Ekonomi Dan Bisnis Digital*, 1(2), 185-189.