

# Optimizing Tiktok Shop as a Marketing Strategy to Increase Sales MSME in Sidoarjo

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**Abstract:** MSMEs in Sidoarjo Regency are now increasingly competitive thanks to TikTok Shop optimization training as a digital marketing tactic. The purpose of this program is to increase sales conversion rates, promote MSME products online, and improve MSME participants' digital literacy in using the TikTok Shop e-commerce platform. The three main phases of training include registering for TikTok Shop, optimizing product uploads, and practicing digital marketing tactics. Based on the training findings, 90% of participants succeeded in optimizing product uploads, 80% succeeded in implementing efficient digital marketing methods, and 100% of participants succeeded in creating TikTok Shop accounts. When compared to previously using TikTok Shop, the majority of MSMEs experienced an increase in turnover of 50% to 100%, and some business actors even reported an increase in turnover of more than 100%. Through multi-platform marketing integration, this program has succeeded in helping MSMEs increase their product visibility, despite obstacles in creating attractive content and optimizing product keywords. The TikTok Shop platform's ability to reach the MSME market in the digital era is shown by an average product population growth of 70%.

**Keywords:** MSME; Digital marketing; TikTok Shop; e-commerce; Training.

## Introduction

The main force behind optimizing community activities, especially for micro, small and medium enterprises (MSME), is now digitalization. Utilizing current technology makes it easier for MSME to market their goods to customers.

In this regard, the marketing paradigm is shifting from traditional (offline) to digital (online) tactics due to the rapid growth of information and communication technology. As a result, industry players now have more opportunities to communicate electronically with potential customers and use various digital channels to communicate product details that meet market demands and preferences. The capacity of digitization to convey information that goes beyond product specifications and incorporates attractive visual components such as product photos or design drawings is a significant feature. These visual components are essential for

attracting customers and fostering a positive opinion of the goods available.

Digitalization allows businesses to use more creative marketing techniques. If managed well, the digital era can also have a good impact over time (Tresnawati & Prasetyo, 2022). For example, they can conduct promotions in real time and reach a wider audience by utilizing social media and e-commerce platforms. Direct communication with customers via digital channels also generates deep insights for the creation of new goods and services. As a result, digitalization encourages creativity in product development in addition to improving operational efficiency. Overall, digitalization provides great opportunities for MSME and the wider community to adapt to the times. The success of this transition will be largely determined by efforts to improve people's ability to use technology, although problems such as the digital literacy gap still exist. Therefore, to create an enabling environment for Indonesia's digitally-driven economic

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growth, cooperation between the public and private sectors is essential.

One type of marketing activity is digital marketing. The flexibility that digital marketing provides is one of its main benefits. Using digital media to map the market and run promotions. Digital marketing can create more dynamic interactions between producers, consumers, and markets by connecting geographically distant people via social networks and other online platforms. According to (Purwana et al., 2017), up to 45% of Indonesian internet users prefer to buy online. The ability for consumers to engage with brands at any time and from any location increases the likelihood of a sale. Beyond just sharing product details, this idea offers an engaging experience that helps businesses better understand their customers' wants and needs. Social media platforms that include live chat or discussion forums facilitate more effective communication between customers and sellers. In addition to streamlining the transaction process, it increases mutual trust. In this case, digital methods provide an efficient way for manufacturers to overcome barriers to expanding their market reach.

Businesses can modify their marketing efforts to better cater to their customers' preferences by using data collected from internet interactions. This fosters a positive feedback loop that encourages innovation in the goods and services provided. Therefore, in today's digital age, digital marketing is more than just a promotional tool. It is an important strategic approach to creating long-lasting relationships between brands and their customers. MSME play an important role in Indonesia's economic expansion by creating jobs and enabling domestic companies to sustain their revenues. Currently, using advanced technology alone to market a product is effective enough (Pradiani, 2017). Technical advancements are essential for MSME that will contribute to the ease of online transactions. The application of digital marketing principles offers a lot of potential as a source of economic strength in various fields.

The use of digital marketing to promote goods and services has been proven to increase the income of MSME (Abdurrahman et al., 2020). Opportunities for MSME to join the global industry scene are increasingly open thanks to digitalization. In addition, small businesses must utilize e-commerce to help grow entrepreneurial-based marketing in order to compete in the global economy (Harini et al., 2022). Digital marketplace platforms are increasingly popular as an option for online transactions. One of the most popular e-commerce platforms now is Tiktok Shop.

At first, the Tiktok social networking application offered entertainment in the form of captivating videos. However, the app recently introduced its newest

feature, Tiktok Shop, which allows users to buy and sell products online. Tiktok Shop started by offering free shipping and products at a lower cost than its competitors. TikTok Shop has become the platform of choice for online purchases among internet users, especially consumers (Supriyanto et al., 2023). It successfully attracts Indonesian clients to purchase goods from its platform. In addition, many sellers have opened stores on Tiktok Shop. Not only does it offer significant discounts, Tiktok Shop features set itself apart from other e-commerce platforms. Eventually, Indonesians gradually started to trust Tiktok Shop as a reliable online marketplace for buying and selling. In addition, when Sellers use Tiktok directly for promotion, the process is simplified and generates huge profits (Adawiyah, 2020).

In Sidoarjo district, many MSME have started businesses by selling online. Their product marketing strategy involves using the WhatsApp app. WhatsApp is an application used for voice conversations, video sharing, and sending and receiving short messages (Murdiani et al., 2022) It is true that the WhatsApp application is easy to use. However, because WhatsApp is basically a conversation software and not a platform for buying and selling, it certainly has disadvantages in this buying and selling transaction. The narrow market segment to be reached is the weakness of WhatsApp as a promotional tool (Abdurrahman et al., 2020). Based on discussions with MSME players, especially Sidoarjo Regency MSME, there are several obstacles that hinder digital marketing via the marketplace. The first problem is not knowing how to install and utilize the capabilities of Tiktok Shop. Because e-commerce installations require a certain amount of attention to account preparation, including email, password, username, active mobile number, and bank account, digital savvy is of course required.

Secondly, they are reluctant to promote online because they feel they lack the resources to support it. This is often due to a lack of technical and financial resources. Many MSME lack the necessary technology, such as a reliable internet connection and a suitable computer or smartphone. Lack of understanding on how to use digital media for marketing is another major obstacle. They may not have the confidence to handle social media accounts or produce engaging promotional content. Therefore, MSME are forced to use less effective traditional marketing techniques and miss out on greater market potential via online media. Third, dissatisfaction with the results of promotions carried out via digital platforms is another problem faced by MSME. Many MSMEs have tried to market their products, but the results are often not as expected. They feel disappointed and hesitant to continue spending time

and money on digital marketing when the promotion doesn't "attract" or go "viral".

Therefore, Tiktok Shop e-commerce application optimization training is needed to improve the competitiveness of MSME in Sidoarjo Regency. This is done for several reasons, including increasing the digital literacy of Sidoarjo MSME players in digital marketing via Tiktok Shop e-commerce platform, promoting the presence of Sidoarjo MSME products online, and increasing sales of goods, conversion rates, Sidoarjo MSME goods.

## Method

Tiktok Shop Optimization Training is used as a marketing tactic to boost sales of Sidoarjo MSME by empowering the community. Training is to improve and develop work competence, productivity, discipline, attitude, and work ethic at a certain level of ability and expertise in accordance with job levels and qualifications. The importance of providing digital marketing education and training to MSME players so that they better understand digital technology and utilize it to advance their business (Situmorang & Silalahi, 2019). The implementation of this community service program uses the approach method given to the implementation of activities with a mentoring model and stages in the implementation of training.

The development of MSMEs in Sidoarjo is one of the main objectives of this Community Service Program. The first goal of this program is to improve the digital literacy of MSME players, especially in using the Tiktokshop e-commerce platform as a cutting-edge marketing tool. In this stage, participants go through the steps of installing the Tiktokshop app and uploading products to the platform to achieve this goal. The second objective is to promote the online presence of Sidoarjo MSME products. The next phase will concentrate on effective product marketing techniques on the TikTok platform to this achieve. Optimizing the sales level of MSME products in Sidoarjo is the third goal. Achieving these goals will be assisted by stages regarding the appropriate product marketing strategy. MSME are believed to be able to develop their business sustainably in the digital era with this comprehensive approach.

Each participant carefully followed the speaker's instructions and practiced each step. Starting from the installation stage to listing, uploading products, and marketing. The speaker provided explanations and recommendations on digital marketing strategies.

## Result and Discussion



**Figure 1.** Submission of the 1st Material About the Registration Stage to Upload Products at Tiktok Shop.

The following are the stages of training that was attended by Sidoarjo MSME players on November 12-13, 2024 at Samara Hotel, Batu City with the theme Marketing Training Through Tiktok.

### 1. *Tiktok Shop list stage*

In the initial stage, the Tiktok Shop e-commerce installation is explained. This registration stage can be done via website or application, namely Tiktok Shop Seller. If so, then there is an enter account menu, if you already have a TikTok account, you can use it by selecting the section that says use your TikTok account to register. However, if you don't have one then choose to create a new tiktok account. After logging in, the next step is to fill in business information including; where your store is located, type of business, store name, store address, seller contact name, telephone number, warehouse for picking up goods. After all is filled in the following is verification of personal information by uploading a photo of ID card or passport. After completing the data information is processed until later it will get an email. If you have received an email, the seller can open a shop at Tiktok Shop.

### 2. *Product upload stage*

The stage of uploading products on e-commerce platforms, although it looks simple, actually requires high accuracy so that the products sold can compete with other similar products. There are several important aspects that must be considered in this process, namely the attractiveness of the uploaded product photo, product name, product category, product description, product price, and product weight.

First of all, the uploaded product photos should be clear and representative of the products being sold. Good quality photos can attract buyers' attention and give a professional impression. There are many cases where the product delivered does not match the image

displayed, so this needs to be avoided to maintain and increase buyer confidence in the seller.

Furthermore, the selection of the product name is also very crucial. All related keywords that buyers are likely to use to find the product should be included in the product name. If the product being sold is an herbal body wash that contains aloe vera extract. It's best if the seller doesn't just write "soap". A name that is too common may cause the product to be overlooked in favor of other soap alternatives. Adding the terms "aloe vera" and "herbal" will greatly increase the chances of your product being found by potential customers. Product categories have also been provided by the Tiktok platform, and sellers only need to choose the most appropriate category for their products. Choosing the appropriate category will make it easier for customers to find the product. In addition, the product description should include all the detailed information about the item being sold, including ingredients, size, flavor, and other relevant information. A complete description will help potential buyers understand better about the product before making a purchase.

The price of the product should also be competitive compared to similar products in the market. However, sellers must make careful calculations to ensure that production costs are covered and profits can be made. In determining this price, sellers need to consider at least three classifications of costs: direct raw material costs, direct labor costs, and overhead costs.

Finally, the weight of the product should be adjusted to the original weight of the item. Weighing the gross weight that includes the weight of the product as well as the packaging is essential to ensure accurate information when uploading data. By paying attention to all these aspects in detail, sellers can increase the chances of their products to compete effectively in the e-commerce market.

3. Product marketing stage



Figure 2. Delivery of the 2nd material about optimizing product marketing in Tiktok Shop.

Product marketing via Tiktok Shop can be done both within the Tiktok app and outside the app. Sellers have the option to utilize the Tiktok Shop voucher

feature which can be controlled through Seller Center. In addition, sellers are free to provide discounts or promotions as they wish. However, it is important to remember that the seller will bear the costs associated with using the voucher. A good way to attract customers is to produce engaging content that follows current trends. Sellers can advertise their goods outside Tiktok Shop such as Facebook, Instagram, and WhatsApp. This strategy is consistent with the fundamentals of digital marketing, which emphasizes building a sizable database community before expecting financial returns. The following are the results of the stages of the training program:

1. Tiktok Shop list stage
  - a) Evaluation criteria: Each trainee successfully created an account on Tiktok Shop and opened their store.
  - b) Achievements: 100% of the trainees successfully created an account on Tiktok Shop and opened their store. The following is the name of the Sidoarjo MSME Tiktok Shop account.

**Tabel 1.** List of names of Sidoarjo MSME Tiktok Shop Accounts that participated in the training.

Account Name Tiktok Shop MSME Sidoarjo	
Crystal accessories	Saechemicals
Suka.jati_store	Brownies_okbrow
kepokcrispylayya	Bikinjajan.radey
Roundchips	Halen_cemalcemil
anembatik	Arachipz.id
Gedhang lumer	Argyacookies_id
Olaise_official	Srii_batik
LolitaIntacraft	Minuman_kemecer
Kanzanita.ecocraft	Agafa food
Tokokebabalfirdaus	Gm_cookiesby
ikilengowangi	Roemah.podjok
dsoklat	Japo keyra cake
crawckmakaroni	aaradelights
Labanu	balqistasty
Syaqueen_kitchen	Fatima.s.fashion

2. Product upload stage
  - a) Evaluation criteria: According to the type of business, each trainee has a product on his or her storefront that includes the product name, category, description, price, and weight.
  - b) Outcomes: Up to 90% of participants were able to upload items that are suitable for their business. The most common mistakes made by participants were using product names that were too general and providing descriptions that were too short, making it difficult to search.
3. Product marketing stage
  - a) Evaluation criteria: Increasing sales conversions on Tiktok Shop is the goal of digital product marketing on Tiktok and other platforms.

b) Achievements: By creating engaging content on their TikTok Shop profile and including a link to the yellow cart within the content, nearly 80% of users successfully generated promotions or offered vouchers. They then post this content on Facebook, Instagram and WhatsApp in addition to TikTok. The main challenges at this point were participants' inability to provide engaging content and poor selection of product keywords that were not easily accessible. But it takes more effort and intention at this stage. This stage cannot be done instantly and does require a long time. Insights of the Instagram app and each store account can be used to evaluate the product population. To boost sales, sellers can check how widely their products are exposed. Its population is growing by an average of almost 70%.

As one of the digital marketing tactics, the TikTok Shop optimization training program has successfully brought important changes to MSME in Sidoarjo Regency. All 30 MSME that participated in the program successfully created and managed their TikTok Shop accounts. Some of the accounts that have been successfully established cover various business industries, including fashion products such as Sree\_batik and anembatik, food products such as Brownies okbrow, Roundchips, and Agafa food, and accessories products such as Crystal accessories and Kanzanita.ecocraft. This diversity shows how the TikTok Shop platform can be customized for different types of businesses.

Based on the research, the majority of MSME continued to use basic platforms such as WhatsApp and traditional marketing strategies before participating in the program. Before using TikTok Shop, the monthly turnover of MSME varied, with the majority in the range of Rp 1,000,000 to Rp5,000,000, based on the questionnaire results. Although relatively small, some MSME reported turnover of up to Rp 10,000,000. Their turnover growth is largely constrained by limited market reach and basic marketing methods.

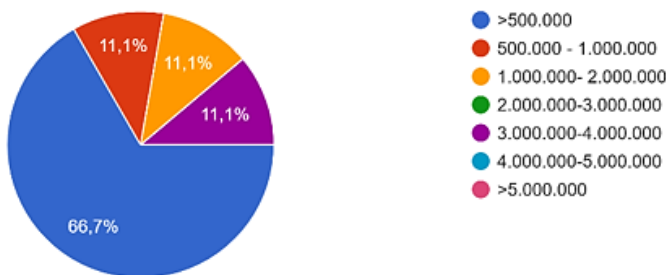


Figure 3. Turnover Diagram Before Marketing at Tiktok Shop.

After attending the training and implementing marketing strategies through TikTok Shop, there was a significant increase in turnover. The use of digital methods results in lower operational costs, which is associated with increased sales turnover (Santoso, 2020). The questionnaire data shows that the majority of MSME experienced an increase in turnover of between 50% and 100%, with some businesses even recording an increase of more than 100%.

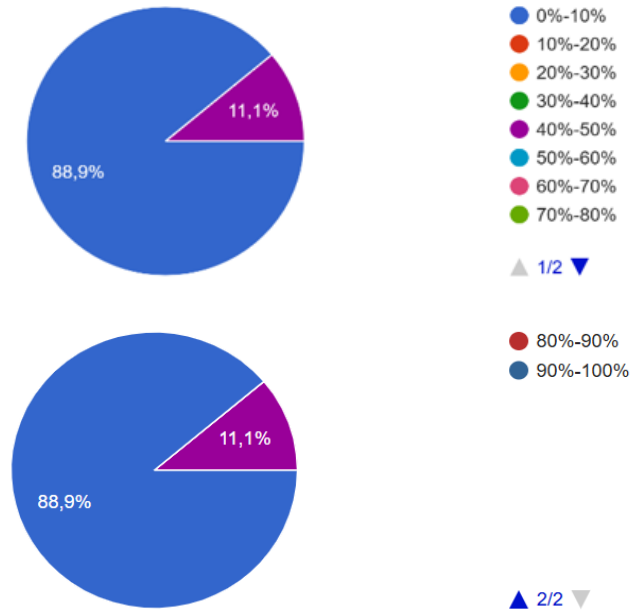


Figure 4. Diagram of Increased Turnover After Marketing at Tiktok Shop.

This success is in line with the level of achievement of participants in participating in the training stages, where 100% of participants succeeded in creating a TikTok Shop account, 90% succeeded in uploading products properly, and 80% were able to carry out effective digitization. marketing strategy.

This significant increase in turnover is attributable to the comprehensive training approach that includes three main stages: TikTok Shop registration, product upload optimization, and digital marketing strategy. Participants are not only taught the technical aspects of using the platform, but also effective marketing strategies such as using the right keywords, creating attractive product descriptions, and utilizing promotional features such as vouchers and discounts. Despite the challenges of creating engaging content and optimizing product keywords, most participants successfully increased their product visibility through multi-platform marketing integration involving TikTok, Facebook, Instagram, and WhatsApp.

The success of this program proves that digitizing marketing through TikTok Shop is an effective strategy in developing MSME in the digital era. The 70% increase

in average turnover shows that with structured mentoring and training, MSME can overcome barriers in using digital technology and open wider market opportunities for their products.

## Conclusion

The TikTok Shop optimization training program as a digital marketing strategy has succeeded in having a significant positive impact on MSMEs in Sidoarjo Regency. With 100% of participants successfully creating TikTok Shop accounts, 90% successfully optimizing product uploads, and 80% successfully implementing effective digital marketing strategies. The program has achieved a high level of success through three main stages: TikTok Shop registration, product upload optimization, and digital marketing strategy implementation.

The most important outcome of the program was seen in the increase in MSME turnover, which was reported by most participants to have increased by 50% to 100%. Some businesses even reported increases above 100%. Compared to the early days, when the majority of MSME relied on WhatsApp and conventional marketing strategies and had a monthly turnover of between Rp 1,000,000 to Rp 5,000,000, this transformation shows a significant change.

The success of this program also shows that structured mentoring and training can help overcome initial challenges, including lack of awareness in using digital platforms, reluctance to promote online, and dissatisfaction with the results of digital promotions. The majority of participants successfully increased their product visibility using multi-platform marketing integrations including TikTok, Facebook, Instagram, and WhatsApp. Although they still experienced difficulties in generating engaging content and optimizing product keywords.

This program demonstrates that using TikTok Shop for marketing is a successful tactic for developing MSME in the digital age. The average product population increased by 70%, indicating that the platform has improved the marketing effectiveness of MSME in addition to expanding their market reach. These results demonstrate the importance of implementing digital technology in improving the competitiveness of MSME in the present and provide a strong foundation for the creation of similar programs in the future.

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