

Utilization of Video Marketing Content to Increase Sales on TikTok Social Media for MSMEs in Trayu Village

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Abstract. Promotional videos or marketing videos can be a solution for MSMEs to reach their consumers. In addition to the costs incurred can be more effective. As many as 57% of consumers will watch at least 2 minutes of educational videos about the products they will buy, they also have the ability to invite their viewers to make decisions. The problem that occurs in the Business Group in Trayu Village is that most of them are mothers where they still do not master the techniques in creating video content. The implementation of the Community Service (PkM) activity was carried out for one day on Saturday (located at the Trayu Village Hall, Sumowono District, Semarang Regency). The results of this PkM activity were increased knowledge and ability of the Trayu Village MSME group in creating video marketing content to increase sales.

Keywords: Video Marketing, Tiktok Social Media, UMKM

Introduction

Based on data from the Cooperatives, Micro, Small and Medium Enterprises (MSMEs) Office of Semarang Regency, it was noted that there were 21,356 MSMEs that had permits. This figure is only around 20 percent who have used technology in their marketing. Currently, the government continues to encourage MSMEs to start switching to utilizing technology. MSMEs are asked not only to be active in doing business with conventional systems (Ersyad et al., 2021). From these data, it can be seen that currently MSMEs, especially in Semarang Regency, must be more adaptive in facing the era of digital technology in order to support their businesses. The MSME promotion process can basically be used in various ways, both conventionally and digitally (Hamzah et al., 2021). However, along with the progress of the times, especially in the field of promotion, promotional media has now shifted to digital media, one of which is in the form of video. Promotional videos have several advantages over other conventional promotional media, namely having a wide reach, displaying the reality of objects, and can be applied in various digital media, such as television, YouTube, travel websites, social media, and so on. In its application, promotional videos are often used as a medium to introduce or remind people of information about a product, service, event, or destination (Purwanto, 2018).

In this digital era, promotional videos or marketing videos can be a solution for MSMEs to reach their consumers. In addition, the costs incurred can be more effective. Based on data from Marketingcharts.com, 57% of consumers will watch at least 2 minutes of educational videos about the products they will buy. Not only that, videos also have the ability to invite viewers to laugh, cry, learn and make decisions. Thus, this skill is worth exploring for MSMEs in order to have an impact on sales (Bachari et al., 2021).

Video content is one of the most widely consumed content among social media users. Online video consumption has become a trend that has increased rapidly in recent years (Satria, 2019). According to Brown, video is one way to create a strong impression of a product in the minds of the audience (Wibisono et al., 2021). Interesting and solid content is content that contains information about how to inform and persuade potential customers to increase awareness or change perceptions about a brand. Better content can motivate customers to buy goods or services, so that they will become loyal customers and they can even spread a good impression of the brand to others (Jaeni & Amrullah, 2019). Creating interesting content to support marketing also acts as a strategy to build and maintain relationships through publishing valuable content for target consumers. This improves the purchasing process by adding a unique impression to customers (Wibisono et al., 2021).

Social media user graph penetration is higher when consuming content in video form compared to other types of image content. This is evidenced by the emergence of social media features in the form of short videos. The public is considered to prefer this type of short video content. Therefore, small and medium business actors must have the skills to utilize the features available on social media to increase sales (Baskoro & Maulidian, 2019). The problem that occurs in the Business Group in Trayu Village is that most of them are mothers where they still do not

master the techniques in creating video content. In fact, MSMEs in Trayu Village have developed quite well with a wide segmentation. So far, they have only used simple product photos. In its development, MSME actors must be equipped with skills in creating video content for products on social media.

Departing from these problems, the Community Service Team (PkM) of Ngudi Waluyo University provided assistance and training to MSME actors in Trayu Village. This training was carried out for one day with Team Leader Setya Indah Isnawati, SIKom., MM, member I Jaya Ramadacy Bangsa, SE, MM, and member II apt. Anastasia Pujiastuti, S.Farm., M.Farm.

Method

The implementation of the Community Service (PkM) activity was carried out for one day on Saturday (located at the Trayu Village Hall, Sumowono District, Semarang Regency. The background to this training was the lack of understanding of the importance of video in digital marketing for UMKM actors in Trayu Village, most of whom are mothers. This training was attended by 11 participants. The activity method uses training and mentoring techniques in creating marketing content in the form of marketing videos for related business products which are then marketed through social media.

Results and Discussion

The importance of content in the digital marketing process must be accompanied by the skills and abilities of human resources. Especially after Covid-19 which has caused all aspects of people's lives to depend on technology, especially for economic sustainability (Zaazou & Salman Abdou, 2021) . One of those who felt the most impact of the pandemic was the MSME actors in Trayu Village, most of whom were engaged in the home industry, including food, beverages, and fashion. The next problem is that the existing human resources have not yet fully mastered the importance of marketing content for their business.

The existence of this community service activity helps business actors who are all middle-aged mothers to be more skilled in designing marketing content in the form of videos as their marketing media (Soemantri, 2012) . Before starting the simulation activity, it began with a lecture on the concept of digital marketing and video marketing. The introduction is used to help participants understand the theory of digital marketing management that can have an impact on increasing sales of a product. Furthermore, the speaker provides a simulation that is followed by participants using electronic devices owned by each participant. Participants are also provided with teaching materials containing steps in making marketing videos to facilitate the practicum process. The results of the participants' practicum in the form of marketing videos are then posted on each participant's social media accounts.

After the simulation, it was continued with a discussion and Q&A session so that the presenters and participants could establish effective communication in the training. The activity was carried out in one day with a training duration of three hours consisting of: 40 minutes of material presentation; 120 minutes for training (simulation, discussion, Q&A); and 20 minutes for overall evaluation.



Figure 1. Socialization and Presentation of Material

The team wants to help provide solutions to problems faced by partners by providing direct training related to digital marketing strategies using video marketing media to survive in business competition after the Covid-19 pandemic.

The training process is carried out face-to-face at the Trayu Village Hall based on a schedule that has been provided and agreed upon in advance, by implementing standard health protocols.



Figure 2. Training and Mentoring Process

The target and output of this community service activity is to provide video marketing and digital marketing content training to UMKM actors in Trayu Village. This community service activity has several major outputs, namely, Increasing the knowledge and expertise of Trayu Village MSME actors in conducting digital marketing of their products, especially in Semarang Regency and Central Java Province. Increasing the knowledge and expertise of Trayu Village MSME actors in creating video marketing content to market their products. Increase sales of Trayu Village business products more widely.



Figure 3. Capture Marketing Video Results

Conclusion

UMKM actors in Trayu Village, Sumowono District, Semarang Regency in the video marketing content training activity were very enthusiastic and creative. The participants have also downloaded several applications to create video marketing content and also social media and marketplace platforms. All participants agreed that digital marketing management is very effective to be implemented in an effort to increase sales of their business products, especially in this online era. Where the current trend is that all sales and purchasing activities are mostly carried out using digital technology.

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