

STRATEGIES TO IMPROVE PERSONAL BRANDING OF GOPEK BEACH UMKM PRODUCTS THROUGH THE TIKTOK E-COMMERCE PLATFORM

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ABSTRACT

UMKM is a business activity run by individuals, households, and small-scale business entities, UMKM is one of the important aspects to develop the country's economy. This business activity helps the government overcome the existing economic gap. Apart from increasing GDP the year, these businesses also provide jobs to the people of Indonesia. Therefore, it is important for us to support and encourage UMKM businesses to be better. UMKM outlets and production houses on gopek beach have an important role in improving the quality of life of the community and can create jobs, but unfortunately the marketing operations implemented by these UMKM have not run optimally because they are still promoting products by word of mouth. therefore, gopek beach UMKM need to carry out strategies to brand products so that their marketing is much wider, one of which is through the tiktok e-commerce platform which is loved by users aged children to adults. the purpose of this writing is to improve product branding. UMKM use the TikTok application so that it is much better known to the wider community so that it can maximize the potential and sales of Gopek beach UMKM products. The method carried out by researchers on these UMKM is qualitative research by identifying and socializing, analyzing the needs of UMKM on Gopek beach Karangantu kec. kesemen Kota Serang banten, where the output of the research is to create and study Tiktok social media accounts, branding UMKM products, monitoring UMKM progress and preparing reports. The results of this study are that it can brand UMKM products through creative content uploaded using tiktok, and having tiktokshop e-commers also provides opportunities for affliators who want to get additional income with a smartphone.

Keywords: Branding, Tiktok, UMKM

INTRODUCTION

(UMKM) has a very important role because umkm itself holds responsibility and also holds a strategic position to improve the economy in Indonesia, because these UMKM can certainly create jobs and can become the driving force of the Indonesian economy and can distribute the results of its economic development. This UMKM is a form of strong effort against shocks (Shock) or commonly referred to as the economic crisis, all of this can be proven in the years around 1997 to 1999, at which time Indonesia itself was experiencing a monetary crisis but this UMKM could actually survive and even grow. this is also proven again by data from (BPS) the central statistics agency which shows that between 1997 and 1998. The total number of businesses in Indonesia reached 56,539,560 units, which consisted of 56,534,592 or equivalent to 99.9% of UMKM and around 4,968 or only 0.01% were large businesses. based on these figures, it can be concluded that UMKM in Indonesia have tremendous potential to provide very significant benefits to the Indonesian economy.

UMKM outlets and production houses on Gopek Beach, have an important role in improving the quality of life of the community and can create jobs, to maximize the potential of the UMKM themselves. then a good strategy is needed to brand the products owned. Branding itself is a variety of activities carried out in the hope of building and also raising the identity of a product with a wider range such as logos, characteristics and also consumer responses regarding the product itself. The definition of branding according to Kotler (2009: 332) is the name, term, sign, symbol, or design and combination of all of them which are intended to identify, goods and services or groups of sellers to differentiate (distinguish)

from competitors' goods and services. The problem that often occurs is in branding a product is the lack of promotional media such as UMKM on Gopek Beach which actually has many handicraft products but has not been able to brand it to the fullest, therefore it is unfortunate if the potential of Gopek Beach handicraft UMKM has not been much recognized as a result of the sales results obtained only mengadakan subscription that has recognized these UMKM for a long time.

UMKM can improve the welfare of the community, because the more towering economic progress, the needs of the community can be met, UMKM have so far proven to be reliable as a safety valve in times of crisis through the creation of micro, small and medium enterprise mechanisms, which means strengthening the economic business in society.

Essential in building brand awarnes to an UMKM product is the beginning of introducing the brand or brand of a product. which by using viral marketing in this day and age can provide convenience for consumers when choosing products when there are many high quality products available, besides that, it is also to deliver UMKM or business actors so that they can enter a much larger market with a good label attached to the business actors themselves (Roisah 2018). therefore, with this background, this researcher wrote about how to brand an MSME product through Tiktok Social Media.

indonesia is the biggest tiktok application downloader which reaches around 11% of the total downloads of the application. with tiktok social media, UMKM players can build a positive image of their product brand, because other than that, there is no large cost expenditure. the potential for a wider market along with the survival of the business in the future is also one of the considerations because tiktok social media is widely used by the younger generation which is considered to have a fairly high consumptive power. This study uses a descriptive qualitative study that uses a literature study quoted from various journals and also the relevant web. the hope of this study is to be able to encourage UMKM to have a good brand so that they can compete with various other products, and through this tiktok social media, the UMKM market segment can get bigger internationally. considering that social media can eliminate geography, which means that when a product can go viral on social media, then of course everyone can see the UMKM product.

One strategy that can be done is to use the TikTok e-commerce platform. TikTok, a social media application that is popular among young people, has become one of the most effective platforms for increasing the personal branding of UMKM products. By using TikTok, UMKM can increase the visibility of their products, as well as increase public awareness of products, and increase product sales. however, UMKM at Gopek Beach are still unable to utilize the TikTok platform to improve the personal branding of their products. Therefore, it is necessary to conduct research to find out effective strategies in improving the personal branding of UMKM products on Gopek Beach through the TikTok platform. In this research, the author will discuss effective strategies in improving the personal branding of UMKM products on Gopek Beach through the TikTok platform. The author will also discuss how UMKM on Gopek Beach can increase the visibility of their products, increase public awareness of products, and increase product sales through the TikTok platform.

RESEARCH METHODS

This research uses a qualitative approach with descriptive research methods. This descriptive method contains a discussion of each stage carried out, this qualitative descriptive research method is carried out using secondary data sources, namely literature review of data sources collected in the form of journals related to the theme of the study. The data obtained from these sources is then sorted out the material and adjusted to what is needed, the purpose of using descriptive methods is to find out the extent to which gopek beach UMKM can be more literate in managing digital marketing skills, so that they can brand handicraft products in these UMKM, and can take advantage of tiktok social media which is on the rise to brand UMKM products.

RESULTS AND DISCUSSION

Result

Gopek Beach is one of the most famous tourist attractions in old banten. Located in a beautiful coastal area, Gopek Beach offers not only natural beauty but also unique and quality local products. UMKM located at Gopek Beach, Karangantu Fish Auction, Serang City, Banten have great potential to grow with the right marketing methods. UMKM outlets and production houses on Gopek Beach have an

important role in improving the quality of life of the community and can create jobs. However, to be able to compete in an increasingly competitive market, Gopek Beach UMKM need to adopt innovative marketing strategies, one of which is through personal branding using the TikTok e-commerce platform. The first step is to create a tiktok social media account. Create a tiktok social media account, as a business account by uploading the tiktok X application, especially morning new users. If you don't have followers, because with tiktokshop account users and ordinary users it will be different from the features, this tiktokshop account has several features called yellow baskets so that customers who are interested in the product can order directly at the tiktok shop. In addition, there are features whose system is as an affliator commonly called tiktok affiliate, which has a different way of working, if the big tiktokshop certainly already has its own products for branding, this affiliate only promotes products from big figures in the tiktok shop with the appropriate commission and is listed on each product item. By having this account, Gopek Beach UMKM already have a name in the first step of branding a product.

Second, create interesting and relevant creative content, the content of the content can be in the form of photo documentation and also videos of handicraft works made by UMKM residents, or videos of the process of making handicraft works such as, beads, key chains from shells, flower vases, bags, tissue boxes from shell materials, and many more products, so that with the documentation of the process of making handicrafts, consumers can see the step by step of making it to create a work that has a high selling value that is not easy to require a lot of time and extraordinary abilities so that it can bring up the self-image of the high selling value of an UMKM product at Gopek Beach based on the manufacturing process along with the high quality clam shell material.

Then after creating creative content, the next stage is that users of the TikTok shoop UMKM account can upload these contents using relevant hastags and music that is currently viral so that the content can be easily found by other TikTok users because spreading videos with hastags that match the topic and trending music will make the content spread faster.

Then the fourth step after diligently posting these contents, the gopek beach UMKM can do live on the live feature available in the tiktokshoop application both during the process of making handicrafts, as well as to interact directly with buyers, and provide demonstrations on a product. during this process, the demonstration or flazsale of products with timing, and a first-come, first-served method, will make the audience even more tempted by price offers that are said to be affordable.

Of the four strategies above, there are also several other strategies such as using promotional features, then collaborating with influencers, actively interacting with audiences through comments left on each post, be it positive, or negative comments and the last and important thing is that users of the Gopek Beach UMKM account must prepare a schedule for posting product demonstration videos at times that are considered to be crowded with other users actively using social media, such as for example before bed, rest time and others. besides that, it is also necessary to schedule when it is time to live streaming to brand these products so that they are more effective and efficient and the branding of Gopek Beach UMKM products is maximized and can reach a wider target market, In addition, it is also necessary to schedule the time for live streaming to brand these products so that it is more effective and efficient and the branding of gopek beach MSME products is maximized and can reach a wider target market.

CONCLUSIONS

Micro, small and medium enterprises are business institutions run by individuals, households, or business entities that have a mini scale. UMKM are one of the important aspects that are beneficial in the welfare of the country's economy. This business activity can help the government to become a solution to the existing economic gap. UMKM located on gopek beach, coralantu fish auction, se rang banten city, create great employment opportunities for the surrounding community therefore, to be able to maximize this role, the use of tiktok social media is needed so that the potential of UMKM can develop massively with these strategies can prove that the tiktok e-commers platform has great potential to increase personal branding for the sale of UMKM handicraft products on gopek beach, by implementing the right strategies and being able to take advantage of the features available on the TikTok e-commerce platform properly, Gopek Beach UMKM can increase their presence in the digital market and achieve more significant growth in order to maximize the potential of Gopek Beach UMKM.

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