

Increasing Digital Marketing Competence Through The Use Of Tiktok And Canva In The Community

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ABSTRAK

One of the problems that causes the low competitiveness of MSMEs is the limited ability of business actors in marketing. This research aims to improve the competence and knowledge of learning citizens and tutors at PKBM Penerus Bangsa towards digital marketing through socialization of the use of TikTok and Canva. This research uses descriptive qualitative methods and case studies based on field facts and several journal articles related to the research topic. Digital marketing is an important skill in the era of information technology, especially for small and medium enterprises (MSMEs) who want to expand their marketing reach efficiently. TikTok and Canva were chosen for their ease of use and great potential in creating engaging and professional content. The results showed that the training significantly improved participants' digital marketing competencies. Before the training, most participants had never used TikTok and Canva for marketing purposes. After the training, participants felt more confident and able to create engaging video content on TikTok and professional visual design on Canva. This increase in competency was mainly due to the interactive training approach, relevant materials, and support from the facilitators. Challenges encountered include limited internet access, limited implementation time. This study concludes that training on the use of TikTok and Canva is effective in improving the community's digital marketing competencies. Recommendations for further development include improving internet access in the training area and adding follow-up sessions to deepen the knowledge and skills gained. This kind of socialization is important to empower the community in utilizing information technology to develop their business.

Keywords: *Tiktok; Canva; Digital Marketing; PKBM Penerus Bangsa.*

INTRODUCTION

Along with the development of technology, marketing strategies have shifted from selling in stores to using internet/digital media. Shopping online has now become a trend that is increasingly in demand by consumers. It is estimated that online shopping will increase by 10.4% by the end of the year, reaching a total consumer spending of \$6.3 trillion. Despite this, 73% of shoppers still prefer in-store shopping to online shopping. Another emerging phenomenon is omnichannel retailing, where customers often start their product search online but finish their shopping experience in person at the store to get the best deal (Chargebacks911, 2023). The advantages of online shopping include convenience and comfort, where consumers can get the products they want without having to visit a physical store. This allows consumers to make purchases more quickly, choose from a variety of options, and order products at the best price that suits their budget (Fitroh, M. Aris & happy, 2024). Digital marketing is a marketing activity that uses the internet and information technology to expand markets and increase sales (Juliana et al., 2020). There are various examples of digital marketing, one of which is content marketing, social media marketing and affiliate marketing. TikTok is one of the digital marketing media used by users as an alternative to doing business considering that the supporting features in the TikTok application can make content more attractive (Priatama, R, et al., 2021). Apart from TikTok, Canva is also becoming an increasingly popular tool that offers various features to support digital marketing activities. Digital marketing has become the backbone for many businesses to reach a wider audience and increase sales. However, there are still many people, especially among MSMEs (Micro, Small, and Medium Enterprises), who do not have sufficient

competence in digital marketing. Lack of knowledge and skills in using modern digital tools is a major obstacle in maximizing their marketing potential.

The utilization of information technology/social media in digital marketing has proven to have a significant impact on increasing sales and market reach for small and medium enterprises (MSMEs). Platforms such as TikTok and Canva provide easy-to-use yet highly effective tools for creating engaging and professional content. TikTok allows users to create creative and engaging short videos, which can reach a wide audience quickly through algorithms that support the viral spread of content. On the other hand, Canva provides a variety of templates and design tools that can be used to create high-quality visual content without the need for graphic design skills. However, despite this great potential, many MSME players such as those at PKBM Penerus Bangsa have yet to utilize these platforms. This is due to several factors, including limited knowledge and skills in using technology, resistance to change from conventional to digital methods, as well as limited access to the internet and tools such as mobile phones and computers.

To address these issues and improve the community's competency in digital marketing, the problem-solving plan to be implemented includes counseling and awareness-raising on the importance of digital marketing will be conducted through activities that highlight the benefits and opportunities offered by digital platforms such as TikTok and Canva. These activities aim to change mindsets and reduce resistance to technological change while helping learners grow their businesses. We also provided some free Canva templates to make the socialization process easier. With the implementation of this problem-solving plan, it is hoped that the community at PKBM Penerus Bangsa can improve their competence in digital marketing, utilize platforms such as TikTok and Canva to promote their products more effectively, and ultimately increase their market reach and income potential.

RESEARCH METHODS

This study uses a qualitative approach to deeply understand the process of increasing community competence in digital marketing through the use of TikTok and Canva at the Penerus Bangsa Community Learning Center (PKBM) located in Ciputat District, South Tangerang. A qualitative approach was chosen because it allows researchers to explore participants' experiences, perceptions, and views in detail in their natural context.

According to Creswell (Herdiansyah, 2014: 8), qualitative research is a scientific research process that aims to understand human problems in a social context. This process is carried out by creating a comprehensive and complex picture, presenting a detailed report of the views of informants, and utilizing direct interviews in the field and observations of learners and tutors. In this context, a qualitative approach allows researchers to understand how digital marketing training affects participants' knowledge, attitudes and skills.

According to Rogers (2003), extension is a communication process that aims to influence the behavior of others by using specific messages delivered through specific communication channels (Narso, N., et al, 2012: 175). In this study, counseling was conducted through a series of activities involving the introduction of digital marketing concepts, training in the use of TikTok and Canva, and the integration of the two platforms in the marketing strategy at PKBM Penerus Bangsa.

RESULT AND DISCUSSION

Result

Prior to the training, the participants consisting of learning citizens and tutors were still selling their merchandise conventionally in front of the school building and had never utilized digital platforms to market their products. The initial survey showed that all participants were very familiar with using apps such as TikTok only as a social media platform. They are more comfortable with traditional sales methods, and lack confidence in utilizing information technology. The digital marketing training was carried out in several sessions which included an introduction to the basics of digital marketing, the use of TikTok affiliates, training on the use of Canva, creating interesting content to fyp.

In the introduction session, participants were introduced to the concept of digital marketing and the importance of using digital platforms to increase market reach. In the introduction to TikTok

affiliate, participants were taught to create a Tiktok shop account, how Tiktok affiliate works, the requirements and how to register Tiktok affiliate and Tiktok affiliate promotion strategies so that fyp. The Canva training session involved creating a Canva account and using various templates to create visual designs such as posters, brochures, and other promotional materials. Participants then practiced integrating designs from Canva into TikTok videos for more effective marketing campaigns.

After the outreach/socialization, surveys and interviews showed significant improvements in participants' skills and understanding. Participants were able to create accounts and use the basic features of TikTok and Canva, participants felt more confident in using these two platforms. They were able to create more engaging and professional video content on TikTok and visual designs on Canva, which attracted the attention of more potential customers compared to traditional sales methods. Participants also understood the importance of digital marketing and started implementing more modern and effective marketing strategies, with reports of increased interactions and sales after using TikTok and Canva to promote their products.

During the training, several challenges were faced, including limited internet access, lack of time as the counseling was held during learning breaks, and there are still many MSMEs at PKBM Penerus Bangsa that do not have sufficient competence in digital marketing. The lack of knowledge and skills in using modern digital tools is a major obstacle in maximizing their marketing potential. Counseling and socialization on the importance of digital marketing is conducted to change mindsets and reduce resistance to technological change, as well as to help learners develop their businesses. With the implementation of this problem-solving plan, the community at PKBM Penerus Bangsa is expected to improve their competence in digital marketing, utilize platforms such as TikTok and Canva to promote their products more effectively, and ultimately increase their market reach and income potential.



picture 1. Digital marketing socialization and counseling activities

DISCUSSION

According to Statista, The social media revolution has dramatically changed the way the internet is used and consumer behavior. With increased broadband penetration, internet speeds, internet usage, and user expectations have increased significantly. Today, nearly 59 percent of the world's population is connected online, and in many countries, this figure exceeds 90 percent. These changes show that faster and more widespread internet access has become an essential part of everyday life, affecting the way people communicate, search for information and conduct transactions. (Simon Kingsnorth, 2022).

The discussion of this research reveals various aspects that support the improvement of digital marketing competencies among MSME players through the use of TikTok and Canva. Based on the research results, several important points can be discussed in more depth.

1. Training Effectiveness

The training provided proved effective in improving participants' knowledge and skills related to digital marketing. Before the training, most participants only had a basic understanding of digital marketing and were not familiar with using modern platforms such as TikTok and Canva. Participants found it difficult to create engaging and strategic content for marketing their products in the digital world.

However, after the training, participants showed significant improvement in their skills. They are now able to create engaging and effective promotional content using TikTok and Canva,

understand how to utilize social media algorithms to reach a wider audience, and measure the effectiveness of their campaigns through analytics available on these platforms.

These changes are not only limited to technical skills, but also to the participants' increased confidence in executing digital marketing strategies. Participants are now more confident in designing and executing digital campaigns, and are more sensitive to market trends and needs. This shows that structured and practical training is essential in building digital marketing competencies among MSME players. Training that provides a combination of theory and practice allows participants to immediately apply the knowledge they have gained. In addition, the support of experienced instructors and the provision of adequate resources contributed to the success of this training.

2. Utilization of TikTok

TikTok, as a popular social media platform, offers a great opportunity for MSMEs to reach a wider audience. Training participants who were previously unfamiliar with using TikTok are now able to create interesting and relevant promotional videos. The use of features such as video effects, music, and hashtags helped increase the visibility of their content. Some participants managed to attract a significant audience, showing that TikTok can be an effective marketing tool if used with the right strategy.

3. Utilization of Canva

Canva made it easy for participants to create professional promotional materials without the need for in-depth graphic design skills. Participants learned to create attractive posters, brochures, and social media content. Participants' work showed a significant improvement in visual quality, which contributed to the attractiveness and effectiveness of their promotional materials. Using Canva helped participants understand the importance of visual design in attracting consumer attention and conveying marketing messages clearly.

4. Mindset Change

This training also succeeded in changing the participants' mindset towards the importance of digital marketing in growing their business. Previously, many participants were hesitant to utilize digital technology in marketing because they felt they did not have sufficient skills. However, after attending the training, they became more confident and motivated to use digital platforms as part of their marketing strategy. This shows that proper education and training can overcome resistance to technological change and open up new opportunities for MSMEs.

5. Impact on Increased Income

With the new skills acquired, participants are expected to promote their products more effectively, increase their market reach, and ultimately increase their income. The ability to create engaging and professional content allows participants to compete better in an increasingly competitive market. This has the potential to bring a positive impact on the growth of MSMEs and the economic welfare of the community. Overall, this discussion shows that utilizing TikTok and Canva as digital marketing training tools yielded positive results. The training program not only improved participants' technical skills but also gave them confidence and a better understanding of the importance of digital marketing. The implementation of similar training programs in other communities could potentially have similar positive impacts, helping MSMEs to thrive and compete in the digital era.

CONCLUSIONS

With the development of technology, marketing strategies have shifted from traditional methods to internet-based or digital. Online shopping is now an increasingly popular trend among consumers, with a projected increase of 10.4% to reach a total consumer spending of \$6.3 trillion by the end of the year. Despite this, 73% of shoppers still prefer shopping in physical stores over online. The phenomenon of omnichannel retail is also emerging, where customers often start their product search online but complete the purchase in a physical store to get the best deal.

The advantages of online shopping include ease and convenience, allowing consumers to get products without having to visit a physical store, choose from a variety of options, and order products at the best price within their budget. Digital marketing, which uses the internet and information technology to expand markets and increase sales, has become the backbone for many businesses. Examples include content marketing, social media marketing, and affiliate marketing. TikTok, with features that support the creation of engaging content, and Canva Editor, which provides high-quality

visual design tools, are effective tools for digital marketing.

Despite this, there are still many MSMEs that do not have sufficient competence in digital marketing, especially at PKBM Penerus Bangsa. The lack of knowledge and skills in using modern digital tools is a major obstacle in maximizing their marketing potential. Counseling and socialization on the importance of digital marketing is conducted to change mindsets and reduce resistance to technological change, as well as to help learners develop their businesses. With the implementation of this problem-solving plan, the community at PKBM Penerus Bangsa is expected to increase their competence in digital marketing, utilize platforms such as TikTok and Canva Editor to promote their products more effectively, and ultimately increase their market reach and income potential.

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