

DIGITAL MARKETING MENTORING, BRAND POSITIONING, AND PACKAGING DEVELOPMENT STRATEGY FOR MSME “BAPAKE STIK KENTANG JOGJA”

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ABSTRACT

The rapid advancement of digital technology compels MSMEs to adapt by leveraging social media as an effective marketing tool. Bapake Stik Kentang—a culinary micro-enterprise located at Jl. Prof. DR. Soepomo SH No. 72A, Warungboto, Umbulharjo, Yogyakarta—possesses strong market potential but has yet to optimize digital marketing or establish a clear brand positioning to differentiate itself from competitors. This study aims to analyze the strategy of using TikTok as a promotional medium to boost brand awareness while strengthening the brand's identity as a crispy, savory, and youth-oriented local snack brand. A qualitative approach utilizing the Participatory Action Research (PAR) method was employed, involving observation, interviews, mentoring, and content performance evaluation. The results indicate that creating content such as product reviews, storytelling, behind-the-scenes production footage, and local culinary recommendations can significantly expand audience reach and enhance user engagement. Uploaded content garnered over 8,000 views in the first week, accompanied by an increase in new customers. These findings confirm that a TikTok-based digital marketing strategy, when combined with strong brand positioning, is highly effective in increasing MSME visibility at a low cost.

Keywords: Digital Marketing, TikTok Promotion, Brand Positioning, Social Media Strategy

INTRODUCTION

Msme “Bapake” Stik Kentang Jogja is a home-based bussines specializing in potato-based snack. Despite offering a savory, crispy product with flavors popular among consumers, the business faces challenges common to small enterprises: limited digital promotion, a lack of strong brand identity, and packing designs that are not yet optimized to appeal to modern consumers. In today’s era of digital marketing, three key-digital content, brand positioning, and packaging design-are crucial elements that significantly influence consumer perception, trust, and purchasing decisions. This empowerment approach aligns with the values taught by Ki Hadjar Dewantara. The principle of conveys that MSME players must set an example in innovation-such as by adopting digital marketing and demonstrating consistent quality through professional branding and packaging. By exemplifying excellence in product quality and digital communication, MSMEs can build a more credible image.

Furthermore, applying the principle of the mentoring process fosters motivation and collaboration with business owners. In this context, MSMEs are not merely guided; they are actively involved in formulating content strategies for TikTok and Instagram, defining brand positioning, and developing relevant, attractive packaging designs. This participatory approach cultivates creativity and the business owner to independently implement marketing strategies in the future. With this support, the MSME “BAPAKE Stik Kentang Jogja” is expected to continue growing, strengthen its digital presence, and enhance its competitiveness through effective marketing content, a strong brand identity, and modern, attractive packaging. By integrating digital marketing strategies with the educational values of Ki Hadjar Dewantara, this mentoring initiative aims not only to improve business performance but also to foster the MSME’s independence, creativity, and competitiveness in a sustainable manner.

IMPLEMENTATION METHOD

The mentoring activities employed a Participatory Action Research (PAR) approach, actively involving MSMEs through four stages:

1. Observation and Problem Analysis

- a. The team conducted interviews with business owners to understand key issues, such as
- b. Limited digital promotion.
- c. Lack of a strong brand identity.
- d. Packaging that did not meet modern marketing standards.
- e. Sales relying primarily on offline channels.

2. Strategi Formulation

- a. Based on the findings; three areas of focus for mentoring were designed:
- b. Digital marketing optimization (particularly TikTok & Instagram).
- c. Strengthening brand positioning.
- d. Packaging design developments.

3. Training & Hands-on Practice

Owners were involved in every step of the process, from content creation and brand identity brainstorming to the selection of packaging elements.

4. Evaluation

Improvements in content performance and engagement, along with customer feedback, served as the benchmarks for the program’s success.



Figure 1



Figure 2



Figure 3



Figure 4

RESULT AND DISCUSSION

1. Situational Analysis and Mentoring Preparation

Initial observations revealed that BAPAKE Stik Kentang Jogja possesses significant potential due to the following factors:

- a. The product appeals to a wide range of age groups
- b. Raw materials are easily accessible
- c. There is a diverse range of flavors
- d. The price point is affordable

However, the MSME lacks a focused marketing strategy; current promotional efforts are conducted manually via WhatsApp and target local customers in the immediate vicinity.

The team recommends focusing on three aspects:

- a. Digital marketing to boost brand awareness and attract new customers.
- b. Brand positioning to embed the unique identity of "BAPAKE Stik Kentang Jogja" in

consumers' minds—making it the go-to choice—by offering specific, compelling value.

- c. Modern packaging to serve as a visual draw.

Subsequently, a storyboard for digital marketing content and an initial packaging design concept were developed.

2. Digital Marketing Mentoring

Mentoring is conducted using an experiential learning approach, ensuring the owner not only learns but also actively participates in the production process.

The training covers:

- a. Management of business Instagram and TikTok accounts
- b. Optimization of bios, profiles, and product catalogs
- c. Writing persuasive captions
- d. Selection of targeted local hashtags (e.g., #StikKentangJogja, #CemilanJogja)
- e. Content capture techniques (crisp angles, close-ups, satisfying crunch sounds)
- f. Calls to action such as “Order via DM/Shopee/WhatsApp”

Creation of 3 Key Content Pieces

1. “Food Crunch Test” Video

Simple content highlighting the crunch of the potato sticks. This concept was chosen because audio-sensory content frequently goes viral on TikTok.

2. “Jogja Potato Sticks: A Favorite Among Students” Video

Targets young people in Jogja. The format features recommendations for affordable, tasty snacks with a touch of lighthearted humor.

3. From a Small Kitchen to a Wider Market” Storytelling Video

Showcases the production process, kitchen hygiene, and the business owner's dedication. Story-driven content is proven to boost consumer trust.

Early results indicate increased engagement, and the MSME account is beginning to attract the attention of new users.

4. Strengthening Brand Positioning

Prior to the mentoring process, BAPAKE lacked a clear brand identity. To ensure the MSME was easily recognizable, brand positioning was formulated through several stages:

- a. Brand Value
- b. Affordable price
- c. Crispy and consistent taste
- d. Healthy snack (fried in fresh oil)

- e. Suitable for all ages
- f. Unique Selling Point (USP)

Crispy potato sticks from Jogja, freshly made and neatly packaged for a more hygienic and modern snacking experience.

- a. Brand Personality
- b. Friendly
- c. Youthful
- d. Fun
- e. Honest and authentic

With that brand positioning, BAPAKE can more easily establish consistency across both digital content and packaging design.

5. Packaging Development

Prior to the assistance program, the packaging was simple and lacked sufficient information. The team made improvements in the following areas:

- a. Visuals & Color

Yellow and brown were chosen to represent the savory flavor and the potato ingredient.

Bold font for easy readability.

- b. Informational Elements

BAPAKE logo

Flavor variant

Simplified ingredients list

Net weight

WhatsApp number / digital barcode

Tagline: “So Savory, You’ll Want More!”

- c. Packaging Materials

Metallized standing pouch for a premium look

Zipper lock for security and longevity

Glossy sticker label to enhance aesthetics

he revised packaging makes the product more suitable for sale in souvenir shops, convenience stores, and online marketplaces.

6. Proposed Innovations

The mentoring innovation extends beyond the mere use of TikTok or Instagram to include:

- a. An authentic content approach that showcases the production process.

- b. Family-oriented storytelling that fosters emotional connection.
- c. University students serving as talent who resonate with the youth target market.
- d. New packaging design that supports the brand's positioning.
- e. Integration of direct ordering links via WhatsApp, online marketplaces, and social media.

CONCLUSION

Assistance provided to the MSME "BAPAKE Stik Kentang Jogja" demonstrates that optimizing digital marketing via platforms such as TikTok and Instagram can significantly boost business visibility. An approach centered on authentic content, narrative strengthening, and the use of audiovisual trends proved effective in capturing audience attention and stimulating purchase interest. Through hands-on training, the business owner gained new insights into managing business accounts, creating relevant content, and employing hashtag and call-to-action strategies to expand market reach. Beyond the digital aspect, this initiative emphasizes the importance of building a brand identity through clear brand positioning. Defining values, product uniqueness, and brand character helps MSMEs present a more consistent image and become easily recognizable to consumers. Packaging design development also plays a significant role in reinforcing the perception of product quality. Improvements to visual elements, information, and packaging materials make BAPAKE Stik Kentang Jogja more competitive and enhance its market appeal. Overall, this mentorship successfully enhanced the understanding and skills of MSME owners in managing digital marketing, strengthening brand identity, and improving packaging quality. Evaluation results indicate positive outcomes, including increased engagement, a growing pool of potential customers, and heightened market interest in the products. This type of mentorship model can be adapted for other MSMEs seeking to develop modern marketing strategies effectively and sustainably.

RECOMMENDATION

We extend our deepest gratitude to the mentoring team, resource persons, and all parties who contributed to the Digital Marketing Mentoring, Brand Positioning, and Packaging Development Strategy program for the MSME 'Bapake Stik Kentang Jogja'. The guidance and insights provided are invaluable in enabling local entrepreneurs to grow and compete sustainably. Here are several recommendations for future researchers based on the article: 1) Quantitative Sales & Conversion Analysis: Measure the direct long-term quantitative impact of TikTok marketing and packaging upgrades on sales revenue, profit margins, and conversion

rates. 2) Post-Mentoring Sustainability: Investigate whether the MSME owner can independently sustain consistent content creation, account management, and marketing strategies after the mentorship program concludes. 3) E-Commerce & Live Shopping Expansion: Explore the integration of live streaming sales (e.g., TikTok Shop, Shopee Live) and e-commerce platforms to evaluate direct digital sales conversion. 4) Comparative Studies Across Sectors: Apply and compare this Participatory Action Research (PAR) framework to non-culinary MSMEs (such as handicrafts or fashion) to assess its effectiveness on different product types. 5) Consumer Retention & Brand Loyalty: Examine customer perceptions, repeat purchase rates, and brand loyalty following the brand positioning and packaging design updates.

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We extend our sincere gratitude to the mentoring team, resource persons, and all parties who contributed to the Digital Marketing, Brand Positioning, and Packaging Development Strategy mentoring program for the MSME 'Bapake Stik Kentang Jogja'. The guidance and insights provided have been invaluable in helping local entrepreneurs grow and compete sustainably.

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