

DIGITAL MARKETING MENTORING FOR THE MSME ELJOGJAWI_BATIKSANTRI VIA THE TIKTOK PLATFORM

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ABSTRAK

Pendampingan digital marketing bagi UMKM Eljogjawi Batiksantri di Yogyakarta dilaksanakan untuk mengoptimalkan pemanfaatan platform TikTok sebagai sarana pemasaran berbasis konten kreatif. Latar belakang kegiatan ini adalah rendahnya jumlah *views* dan *engagement* pada akun TikTok @eljogjawiofficialstore yang berdampak langsung terhadap jangkauan merek (*brand awareness*) dan penjualan. Pendekatan pendampingan dilakukan melalui metode *in-depth interview* dan *learning by doing* dengan kerangka teori *Uses and Gratifications* (U&G), *Customer Relationship Management* (CRM), serta *Experiential Learning Theory*. Proses pendampingan dibingkai melalui filosofi *Ngerti, Ngrasa, Nglakoni* (3N) Ki Hajar Dewantara yang menekankan pemahaman, refleksi, dan tindakan nyata. Hasil pendampingan menunjukkan adanya peningkatan kapasitas dan transformasi mindset pemilik UMKM dari orientasi produk ke orientasi nilai dan pengalaman pelanggan. Namun, kendala teknis pada akun *TikTok Business* yang membatasi penggunaan *sound trending* menjadi faktor utama yang menurunkan performa konten. Temuan ini menegaskan bahwa keberhasilan strategi digital UMKM tidak hanya bergantung pada kreativitas konten, tetapi juga pada pemahaman mendalam terhadap karakteristik teknis dan algoritmik platform digital yang digunakan.

Kata Kunci: UMKM, Digital Marketing, TikTok, Customer Relationship Management (CRM), Eljogjawi Batiksantri

ABSTRACT

Digital marketing assistance for the MSME "Eljogjawi Batiksantri" in Yogyakarta was conducted to optimize the use of TikTok as a platform for creative content-based marketing. The initiative was prompted by low view counts and engagement levels on the @eljogjawiofficialstore TikTok account, which directly impacted brand awareness and sales. The assistance employed in-depth interviews and a "learning-by-doing" approach, grounded in the theoretical frameworks of *Uses and Gratifications* (U&G), *Customer Relationship Management* (CRM), and *Experiential Learning Theory*. The process was guided by Ki Hajar Dewantara's philosophy of **Ngerti, Ngrasa, Nglakoni** (3N) emphasizing understanding, reflection, and concrete action. Results showed an increase in capacity and a shift in the MSME owner's mindset from a product-centric orientation to one focused on value and customer experience. However, technical limitations on the TikTok Business account specifically restrictions on using trending audio were a primary factor hindering content performance. These findings underscore that the success of an MSME's digital strategy depends not only on content creativity but also on a deep understanding of the technical and algorithmic characteristics of the digital platforms employed.

Keywords: SMEs, Digital Marketing, TikTok, Customer Relationship Management (CRM), Eljogjawi Batiksantri

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) serve as a fundamental pillar of the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs, MSMEs contributed 60.51% to Indonesia's Gross Domestic Product (GDP) and accounted for 96.92% of the workforce in 2022 (Ministry of Cooperatives and SMEs, 2023). One MSME contributing to the creative economy is Eljogjawi Batiksantri, located in Krapyak Wetan, Yogyakarta. This enterprise produces batik sarongs using two primary techniques: (hand-drawn batik) and (stamped batik). The sarong a garment holding significant religious and cultural value, particularly within (Islamic boarding school) communities and among Muslims is combined with the art of batik, which was recognized by UNESCO as a Masterpiece of the Oral and Intangible Heritage of Humanity in 2009 (UNESCO, 2009).

Eljogjawi Batiksantri faces challenges in the digital era, a time when public information consumption and purchasing patterns have shifted massively to the online realm. Despite offering products rich in cultural and religious value, the brand has yet to fully optimize its use of digital platforms particularly TikTok. This is significant given that TikTok has evolved into an incredibly powerful marketing platform; data from We Are Social (We Are Social and Meltwater, 2024) indicates that there are over 140 million TikTok users in Indonesia, with high engagement rates especially for visual and creative content.

Digital marketing success is heavily influenced by an understanding of Consumer Behavior Theory. This theory explains the purchase decision-making process, which is shaped by psychological, social, and personal factors (Kotler & Keller, 2016). In the digital era, this process often begins with exposure on social media. Consequently, a Customer Relationship Management (CRM) approach is crucial for building long-term customer relationships, enhancing loyalty, and maximizing customer lifetime value (Lemon & Verhoef, 2016). In a digital context, CRM entails managing personalized customer interactions through platforms such as TikTok.

Based on this situational analysis, digital marketing mentoring for Eljogjawi Batiksantri through the TikTok account @eljogjawiofficialstore is highly strategic. This mentoring focuses on increasing visibility, engagement, and sales conversions by aligning creative content strategies with consumer behavior theory and CRM principles within an effective digital marketing framework.

IMPLEMENTATION METHOD

1. Data Collection Method: In-Depth Interview

The first method employed in this assistance initiative is the in-depth interview, conducted face-to-face with the owner and manager of the MSME Eljogjawi Batiksantri. In contemporary qualitative interview methodology, the interview is understood not as a neutral extraction of 'facts,' but rather as a co-constructed narrative interaction between the interviewer and the participant, wherein knowledge is generated dialogically (Brinkmann & Kvale, 2023; Roulston & Halpin, 2022).

This process requires a high level of sensitivity and reflexivity from the researcher, who must critically consider their own positionality and the power dynamics within each interview exchange. Designing a systematic yet flexible interview guide is key to unlocking the depth of the data while maintaining the research focus (Kallio et al., 2020). This method was selected because:

- a. Contextual and Exploratory: Enables researchers to delve deeply into underlying issues that are not immediately apparent such as technical constraints, resource limitations, motivations, and the owner's knowledge of digital marketing (King et al., 2019).
- b. Flexible: Interviewers can adapt questions based on the flow of conversation and the responses provided, thereby uncovering unexpected insights specific to the MSME's context.
- c. High Validity: Data obtained directly from primary sources (owners/managers) at the business location provides a rich and authentic understanding of the actual conditions being faced.

In this mentoring process, interviews are used to comprehensively diagnose issues—ranging from production processes and consumer profiles to specific challenges in managing the TikTok account, such as content creation patterns, previously attempted strategies, and competitor analysis.

2. Participatory Mentoring and Learning by Doing

The second method involves direct mentoring through the practical application of creating and uploading content to TikTok accounts. This approach aligns with the philosophies of Participatory Learning and Experiential Learning Theory, which continue to be developed (Institute for Experiential Learning, 2019; Kolb & Kolb, 2017). Kolb's experiential learning model defines learning as a process of knowledge creation through experience, comprising an interconnected four-stage cycle: Concrete Experience, Reflective Observation, Abstract

Conceptualization, and Active Experimentation (Kolb & Kolb, 2017). This process is particularly well-suited for learning in the digital space, where participants can engage directly (concrete experience), observe responses to their content (reflective observation), formulate new content strategies (abstract conceptualization), and test those strategies by creating subsequent content (active experimentation).

RESULTS AND DISCUSSION

Digital marketing mentoring for the MSME Eljogjawi Batiksantri was conducted using a participatory approach that embraces Ki Hajar Dewantara's educational philosophy: (understanding), (feeling/internalizing), and (doing/practicing). This philosophy aligns with the experiential learning paradigm (Kolb & Kolb, 2017) and frames the mentoring process, spanning from the reception of theory and the internalization of values to practical implementation. This chapter discusses the mentoring outcomes and examines the achievements and challenges encountered through both conceptual and practical lenses.

1. Mentoring Outcomes: Achievements and Limiting Technical Constraints

The outcomes of this mentoring cycle are twofold: on one hand, there has been capacity building and a positive shift in mindset; on the other, quantitative results regarding reach (views) remain very limited due to previously unanticipated technical constraints.

2. Discussion: Reflective Analysis of Results and Theoretical Implications

These findings provide a foundation for critical and reflective discussion, linking the realities on the ground with existing theoretical frameworks.



Figure 1

Highest Number of Spectators



Figure 2

Second-Highest Attendance



Figure 3

Lowest Attendance

CONCLUSION

Overall, this mentoring program successfully achieved its objectives at the capacity and mindset transformation levels. Qualitative improvements in understanding and content production capabilities were significant outcomes. The technical challenges that limited views served as the most valuable experiential learning experience, teaching that digital literacy for MSMEs must encompass platform-specific technical aspects. These results suggest that for future mentoring, a thorough technical audit of MSMEs' digital assets should be a critical first step, prior to developing a content strategy. The strategic recommendation for Eljogjawi Batiksantri is to re-evaluate the advantages and disadvantages of using a business account and begin experimenting with content formats that minimize reliance on trending audio, while maintaining an authentic narrative about the value of batik and local wisdom, the brand's core strengths.

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