

The Tiktok Application as a Digital Marketing Tool in the Bakeaway.id Cake Business

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ABSTRACT

At this time, marketing needs to utilize digital media in carrying out its marketing so that its market reach is wider to foreign countries. Marketing involved in digital media can enjoy special business advantages, both in terms of revenue, innovation, competitiveness, and employment opportunities. However, there are still many marketers who have not utilized technology through digital media and have not understood the magnitude of the benefits to be gained from the role of using digital media. One of the media that is often used in digital marketing is social media. The development of the world of digital marketing has been very rapid lately, one of which is on the tiktok platform. Now, they provide an online shop with the name tiktokshop, of course it is a new business opportunity for medium to lower level businesses, one of which is cakebakeway.id, a cake shop from Sokaraja Banyumas, Central Java, which utilizes the tiktokshop by becoming a seller in it with the tiktok algorithm which is very fast and broad in reaching all circles.

KEYWORDS

Digital Marketing;
ticktock;
Tiktokshop;
Cakebakeway.id



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1. Introduction (Heading 1) (bold, 11 pt) (one single space, 11pt font)

TikTok is a social media platform that has experienced rapid growth over the past few years, especially among young people. TikTok allows users to create interesting short videos with various filters, music and effects available. In recent years, TikTok has also become a very popular digital marketing platform for businesses. Companies can leverage the popularity of TikTok to promote their brand, generate revenue through ad campaigns placed in the app, or work with popular TikTok influencers. As a digital marketing business application, TikTok allows companies to reach a very large audience at a relatively low cost. TikTok also offers a variety of performance measurement and analysis tools that allow businesses to evaluate the success of their marketing campaigns and adjust their marketing strategy in the future.

Digital marketing has been widely researched by previous researchers. The Role of Social Media in Customer Buying Behavior was researched by Mazeed [1]. The Transparency–Fintech Publicity Nexus: Value Creation Through Transparency Discourse in Business-to-Business Digital Marketing was researched by Bourne [2]. Social Media as a Promotional Tool Towards SME Development: Evidence from the Financial Industry in Developing Economies researched by Amoah [3]. Digital, multidisciplinary and innovative tools for communicating vaccine safety in the COVID-19 era were researched by Gesualdo [4]. Social media takeover: Using experiential learning to teach social media marketing was researched by Garcia [5].

Digital-Toolkit for Promoting Tourism Destinations researched by Prokopenko [6]. A study of the habits of using digital marketing tools among Hungarian tourists was researched by HAPP [7]. The Internet of Things-assisted E-marketing and distribution framework was researched by Joghee [8]. Personal Data as a Market Commodity in the GDPR Era: A Systematic Review of Social and Economic Aspects researched by Zelianin [9]. Effect of competitive advantage, digital marketing on supply chain management on digital marketing in SMEs through data-driven strategies: Reviewing the current state of tourism business performance research in Thailand investigated by Saura [10].

Marketing Your Business School on Social Media: Analyzing Social Media Content to Adopt the Right Strategy researched by V. Kumar [11]. Marketing management of education quality in the process of university reorganization in industry 4.0: application goals and new tools researched by A. Bratukhina [12]. Modeling the effectiveness of email marketing – An approach based on the theory of the hierarchy of effects researched by Lorente Páramo [13]. The influence of digital marketing strategies on customer buying behavior in online shopping using the rough set theory was examined by Forghani [14]. Sustainable Digital Marketing: Factors of Adoption of M-Technology by Older Adults in the Chinese Market was researched by Zhang [15].

Online payment strategy: how third-party internet seals of approval and payment provider reputation affect Millennials' online transactions was researched by Cardoso [16]. Digital Marketing Gold Rush: Assessing Prospects Building Brand Awareness Abroad was researched by Makrides [17]. The effect of digital marketing on customer relationship management in the education sector: the case of Peru investigated by Oré-Calixto [18]. The Advertising Benefit of the Purchase Decision Path Ethical Artificial Intelligence Algorithm was researched by Rodgers [19]. Linking the potential impact of expanded digital marketing and start-up growth: Developing a macro-dynamic framework of enabling start-up growth supported by digital marketing was researched by Rizvanović [20].

Film Sentiment Analysis on Social Media Using R Studio was researched by R [21]. Phishing website detection using various machine learning algorithms was researched by Zamir [22]. The impact of social media and e-WOM on the success of prize-based crowdfunding campaigns was investigated by Bernardino [23]. The orientation of innovation and supply chain to the law of job creation in export-oriented products of micro, small and medium enterprises was studied by Purwaningsih [24]. Impact of Digital Marketing and Promotional Strategies on attitudes and purchase intentions towards financial products and services: A new economic case investigated by Dogra [25].

Website User Interface for Marine Biotourism Destinations for the Digital Environment Currently researched by Mulyani [26]. Digital transformation strategic action areas: Exploration of strategic action areas of Swiss SMEs and large enterprises researched by Peter [27]. An empirical study of the sales performance of Indonesian SMEs in the digital era: The role of service quality and digital marketing was researched by Djasaputra [28]. Digital marketing as an integrated marketing communication strategy for village-owned enterprises "village-owned enterprises (bumdesa)" based on local wisdom in the era of the industrial revolution 4.0 and society 5.0 was researched by Handayani [29]. Virtual reality in digital marketing: a research agenda based on bibliometric reflections researched by Zaki [30].

Work on Digital Marketing Processes in Digitally Inspired India was researched by G. A. Kumar [31]. The changing role of marketing researchers in the era of digital technology: Practitioners' perspectives on the digitalization of marketing research researched by Cluley [32]. An empirical study of the sales performance of Indonesian SMEs in the digital era: The role of service quality and digital marketing was researched by Djasaputra [28]. Determinants of SME Social Media Marketing Adoption: Competitive Industry as Moderator was researched by Ali Abbasi [33]. Systematic literature review: digital marketing and its impact on SMEs researched by Jadhav [34].

Using Gamification Methods to Increase Customer Engagement in Digital Marketing was researched by Ravi [35]. Manipulating to empower: The exaggerated relevance and contradictions of marketing in the era of surveillance capitalism was investigated by Darmody [36]. The effect of digital marketing and e-commerce on the financial performance and sustainability of SME businesses during the COVID-19 pandemic in Indonesia was studied by Purba [37]. The role of digital marketing, CSR policy and green marketing in brand development was researched by Tariq [38]. Bibliometric Analysis of Brand Orientation Strategies in Digital Marketing: Determinants, Research Perspectives, and Evolution was researched by Li [39].

Marketing Trends using Latest Technology researched by Nivetha [40]. Modeling the Use of Blogs From the Perspective of Developing Countries Using Structural Equation Modeling (SEM) was researched by Alzahrani [41]. Mobile apps in retail: The effect of push notification frequency on app user behavior was researched by Wohllebe [42]. The effect of innovative management, digital marketing, service quality, and supply chain management on performance in the cultural tourism business was investigated by Kerdpitak [43]. The Impact of Digital Marketing on Rural Destination Image, Visit Intention, and Destination Sustainability was researched by Rodrigues [44].

Rethinking the market research curriculum was researched by Nunan [45]. Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies are researched by Saura [46]. The design of information technology-based marketing strategies for small and medium batik businesses in Indonesia was researched by Suhartini [47]. The influence of competitive advantage, digital marketing to supply chain management on tourism business performance in Thailand was studied by Kerdpitak [48]. Digital marketing of commercial breastmilk substitutes and baby food: strategies, and recommendations for their regulation in Mexico was investigated by Mota-Castillo [49].

Of course, as with other digital marketing platforms, businesses must develop the right strategy to maximize TikTok's potential as a digital marketing business application. However, with its rapid growth and ever-increasing popularity, TikTok has great potential to become an important digital marketing platform for businesses in the future.

2. Method

This community service uses a qualitative methodology method which is a particular tradition in social science that fundamentally relies on human observation and relates to these people in their language and in their terms. The data collection method uses content analysis techniques. Content analysis techniques are used to analyze and understand symbolic messages in forms such as documents, articles, literary works, and others which include unstructured data. We take our data collection technique from TikTok on the @bakeaway.id account. TikTok is a trending application that is used and utilized for creativity and business among the public. The approach used is a digital ethnographic approach. Data collection was carried out in March.

3. Results and Discussion

In community service, the servant made online observations on the online media TikTok in March.

Story Telling

TikTok, which has a wide reach, ranging from children, teenagers, parents, and even the middle aged, has made Tiktok a social media that has great potential as an online promotional medium. It seems that quite a number of brands and online entrepreneurs have implemented marketing strategies through TikTok. With so many competitors, we need to carry out the right digital marketing strategy to be able to reach these TikTok users.

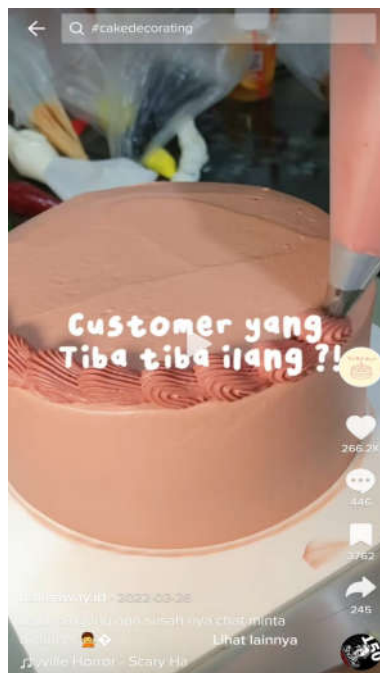


Fig. 1. Story Telling Technique on the @bakeaway.id account

Story telling is a digital marketing strategy that is often used on social media. This technique is often used on the TikTok account @bakeaway.id. In using the technique, @bakeaway.id tells about cake making, customer requests, and so on. Story telling techniques are also found in digital marketing carried out by well-known fashion brands, such as Prada, Chanel and Louis Vuitton. This was written in a study conducted by Romo, Z. F. G., Medina, I. G., & Romeo, N.P. (2017) with the title "Storytelling and Social Networking as Tools for Digital and Mobile Marketing of Luxury Fashion Brands" is shown in Figure 1. This figure shows that story telling is one of the digital marketing techniques often used in social media.



Fig. 2. Use of Hashtags on the @bakeaway.id Account



Fig. 3. Use of Music Audio on the @bakeaway.id Account

Hashtags and Music Audio

Hashtags or hashtags have been widely used by marketing as a marketing or promotional communication tool so that they can make it easier to find products that consumers want. In Figure 2, it can be seen that using the hashtag on the TikTok account @bakeaway.id. In the video, mention the hashtags #koreancake #cake #bentocake #lunchboxcake #cakedecorating #makingorders #fyp #vintagecake #christmascake #uglycake #minichiffoncake and so on. These hashtags will make it easier for TikTok account users who want to find videos related to that target.

In this community service, the servant found new findings on digital marketing content on the @bakeaway.id account. This content contains additional audio music. So the content does not only display videos, but also contains audio music. Almost all content on the TikTok @bakeaway.id account uses music audio. This can be seen in Figure 3, where you can see the music symbol along with the title of the song. The use of music audio in digital marketing content is intended to attract the attention of TikTok users, as evidenced by the number of viewers in the Figure 3 content which has reached 45.5K viewers on March 17, 2023.

4. Conclusion

Digital marketing is a marketing activity using a promotional strategy that utilizes the internet. The existence of digital marketing makes it easy for business actors to promote their products and consumers easily find the product they want. Based on the results of the documentation above, the TikTok @bakeaway account uses several digital marketing techniques, namely story telling, hashtags, and audio music which makes audiences even more interested in seeing the contents of the account's video content. Suggestions for further research are expected to maximize the data collection process, not only by using content analysis but, data can be obtained by using interviews and distributing questionnaires so that the data obtained is more comprehensive.

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Author Contribution

An activity plan in the context of implementing the solutions offered in digital marketing, namely by using tiktok.

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Conflict of Interest

The authors declare no conflict of interest.

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