
EFFECTIVENESS OF DIGITAL STRATEGIC BRANDING FOR MSMEs USING TIKTOK

by

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Article Info

Article history:

Received Juni 01, 2022

Revised Juni 24, 2022

Accepted Juli 27, 2022

Keywords:

Tiktok

Digital branding

Strategic branding

MSMEs

New Platform

ABSTRACT

Brands play an important role in corporate identity and internal image formation people's minds. What's more, we are currently living in the digital age. The emergence of technology boosts MSME activities Enterprise (MSME), including brand building. But the problem is the lack of awareness MSMEs are building a brand, and only a few MSMEs in Indonesia are using digital media. Therefore, it is hoped that small and medium enterprises can increase brand awareness and be able to Accommodating the maximum use of internet media, enabling MSME brands to international market. From the existing problems, it is necessary to discuss the basic concept Small, medium and micro brands, barriers to implementation of small, medium and micro brands, the main key to construction Branding in the digital era, and strategies for building MSME brands. This study uses Qualitative descriptive method, literature study through related books, Journal and Website. The survey results show that the brand strategy is very Implementation is important for the progress and existence of MSMEs Internet media can promote to implement brand strategies.

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1. INTRODUCTION

Of course, if you run a business or a business, you need a role Marketing so that the products sold are known to the wider community. at this moment Business is very competitive, so marketing strategies are always Entrepreneurs gain a competitive advantage over a variety of competitors Potential. Also, it can drive business through marketing After completion, it can increase the company's profits. Progress A company may be affected by its success in marketing a product. This is for sale. One of the factors that determines the success of a marketing campaign is: Company brand strength. A brand can also be called a brand. From a visual point of view, a brand is a name, term, The symbols or combinations of these elements are intended to Identify goods or services from one or more sellers at the same time differentiate them from their competitors (Kotler and Armstrong, 2013).

The companies discussed in this study are micro and small companies Medium Size (MSME). Indonesia has many MSMEs, but there are also many Small and medium players who do not pay much attention to brand quality. Average Small, medium and micro enterprises only pursue profits and ignore cognition consumers on the products sold. In fact, it is very important to increase the awareness of consumers It is important that consumers always pay attention to MSME product brands. If consumers have a good perception of the product, they will do it Consumers will show loyalty to these MSMEs. A company registered as an MSME is a Micro, Small or Small Business Media owned by one person or a small group of people. There is some wealth and income. Small and Medium Business Standard In terms of income and wealth, it is a micro business. Literature review on the use of brand strategy to promote small, medium and micro enterprises in the era digital.

Branding is a creative approach to announcing to the public what your company does. When you brand, you likelihood of people recalling your business. Digital branding is the process of building d framing your brands

online, such as through website, apps, social media, etc. it has one of the most effective methods of promoting your product in today's era of online communication. In addition, digital branding can also be very useful for building customers relationship. Due to digital branding, Anda will be more knowledgeable in navigating the world of digital business. Due to digital branding, you will be more knowledgeable in navigating the world of digital business. As well as being able to assist you in launching a variety of marketing strategies.

The importance of digital branding cannot be overstated because digital branding will enable you to build a strong relationship with your customers. Why so ? Currently, we live in a digital age. Currently, we live in a digital age. Nearly every person can utilize the technology of the internet to communicate and fulfill a variety of needs.

2. RESEARCH METHOD

The approach we use here is a descriptive analytical approach. We get all data sources through internet and tiktok training classes run by tiktok itself. According to (Soendari, T. Stuss, Magdalena & Herdan, 2012), descriptive research focuses on solving practical problems at the time of research. In education, descriptive research is used more for practical solutions than knowledge development. In this section, what we are talking about is based on the data we obtained while using tiktok as our digital marketing medium. For example the number of visitors who maintain our account, how many page views we get

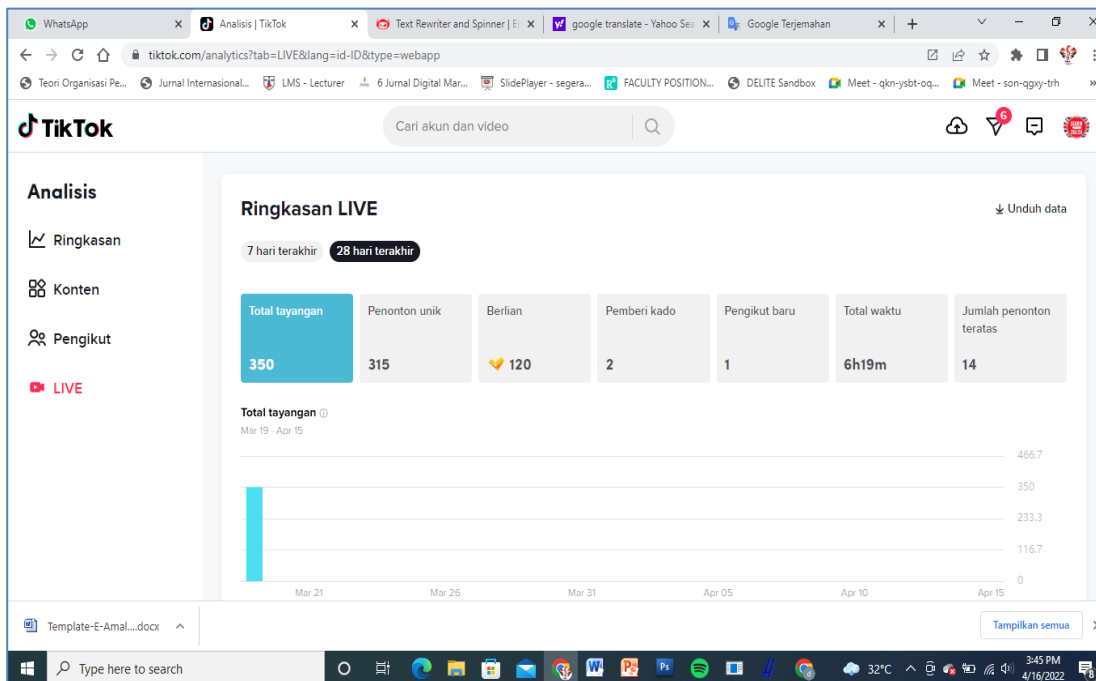


Figure 1. Table of viewer numbers at the time of the last LIVE data on September 29, 2021 (source: <https://www.tiktok.com/analytics?tab=LIVE&lang=id-ID&type=webapp>)

You can view this data in the Business Suite section of the tiktok.com website. Here we can find out how many followers we have and how many viewers our account has. The greater the value of this number, the more reluctant our account is to grow and the greater the number of followers who know our brand. The signs are when we upload videos, the number of viewers we have is increasing. This means our videos are fyp (only for your page). So how do we know if our video is fyp? Our videos are called fyp if they appear on the homepage of all followers we. Our viewers can see it in the lower left corner of our video.

3. CONCLUSION

Of course, in running a business or business, you need the role of Marketing so that the wider community understands what products are being sold. Currently, the business is very competitive, so it is a marketing strategy so that entrepreneurs can gain a competitive advantage from various potential competitors. In addition, through marketing can also encourage the business has been built and can increase business profits. Business progress can be affected by the success of marketing This product for sale. One of the factors that determine the success of a



marketing campaign is: The strength of the company's brand. A brand can also be called a brand. The visual view says that a brand is a name, term, symbol or a combination of these elements intended to identify the goods or services of one or more sellers while at the same time distinguishing them from their competitors (Kotler and Armstrong, 2013). At the same time, by word of mouth, a brand is more than just a name and symbol that represents consumers' perceptions and feelings about the product and all its properties so that the brand exists in the minds of consumers (Kotler and Keller, 2012).

According to the existing definition, a brand can be derived is a name or symbol that identifies the seller's product. Differentiates from competitors' products and creates value in the minds of consumers. By creating a strong brand for the business Greater access to consumers because they have added value in the minds of consumers. The businesses that will be discussed in this study are micro and small and medium-sized enterprises (MSMEs). In Indonesia, there are many MSMEs, but many SMEs do not pay much attention to brand quality. On average, SMEs are only after profit, not consumer cognition for the products they sell. In fact, building consumer awareness is very important. It is important that consumers always remember the brand of MSME products. If the consumer has a good perception of the product, then the consumer will be loyal to the MSME.

MSMEs must be able and willing to use social media in order to be able and able to compete in a wider market. But marketing through digital media requires a more complicated and complex product branding strategy. MSMEs must be able to see opportunities and choose which digital media is suitable for them to use in trading. They must also be able to see which digital media is more promising and has the greatest opportunity in carrying out a branding strategy. Tiktok as a new platform that carries video content, feels more appropriate if it is used by MSMEs to carry out branding strategies for their products. Or MSMEs can also participate in using endorsement services, which are mostly done by Tiktok users. The presence of tiktok during a pandemic provides new alternatives and new insights for MSMEs to develop their business.

ACKNOWLEDGEMENTS

As a writer, I would like to express my deepest gratitude to all parties.

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