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# HUMAN RESOURCE CAPACITY BUILDING TO IMPROVE MSME MARKETING STRATEGIES THROUGH THE OPTIMIZATION OF TIKTOK: A STUDY OF KOPAJAVA MSMES IN MADIUN REGENCY

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***Abstract***

*This community service program aimed to strengthen the human resource capacity of Kopajava, an MSME, in developing its marketing strategy through the optimization of TikTok. The business journey of Mr. Romadji illustrates the persistence and adaptability required to build an MSME. After resigning from his position as a factory manager, he established a beverage business. During its development, he collaborated with a culinary business then known as Mie Nelongso; however, the collaboration was terminated unilaterally. He subsequently developed semi-finished powdered beverage products independently and built partnerships with restaurants in the Madiun Residency, Surabaya, and Malang. He also encouraged his child to establish an independent business under the Sididu brand. Although Kopajava has business experience and a partnership network, its marketing still needs to be strengthened to reach a wider audience. In collaboration with BTPN Syariah, students of Universitas PGRI Madiun, and their academic supervisors, the team provided assistance to Kopajava, owned by Mr. Romadji and Mrs. Tatik Sugiarti. The methods included observation, problem identification, TikTok account creation, promotional content training, product promotion at an MSME expo, and evaluation. The results showed that the partner now has a TikTok account for digital promotion and has gained initial experience in creating and managing marketing content. This activity represents an initial step toward expanding market reach and increasing Kopajava's brand awareness. Further assistance is still needed, particularly in consistent content planning, creative idea development, the use of digital marketing features, and account performance evaluation to support sustainable marketing.*
***Keywords:*** *Human Resources, MSME, Kopajava, Digital Marketing, TikTok, Mentoring*

## A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the key pillars of the Indonesian economy because they contribute to job creation, increased community income, and

the strengthening of regional economies. Amid the development of digital technology, MSME entrepreneurs are required to adapt to changes in consumer behavior, particularly in utilizing digital media as a marketing tool to enhance business competitiveness (Ministry of Cooperatives and SMEs, 2023).

The growth of social media has provided opportunities for MSMEs to introduce their products to a wider audience at a relatively affordable cost. One platform experiencing rapid growth is TikTok. Through engaging short-form video content, business owners can build brand awareness, increase interaction with consumers, and expand product marketing opportunities. The optimal use of social media can be an effective strategy in supporting the growth of SMEs (Purwana et al., 2017; Febriyantoro & Arisandi, 2018).

Kopajava is a small and medium-sized enterprise (SME) engaged in the production of instant coffee, owned by Mr. Romadji (56 years old) and Mrs. Tatik Sugiarti (54 years old). The business is located at Jl. Mojo Asri, Block B O No. 48, Munggut Village, Wungu Subdistrict, Madiun Regency. Kopajava offers coffee powder products with a distinctive flavor that has the potential to be developed as a local flagship product. However, based on observations and interviews with the business owners, it was found that marketing activities are still dominated by direct word-of-mouth promotion and have not yet optimally utilized social media as a digital marketing channel. Additionally, the business does not yet have a TikTok account that could be used to introduce its products to a wider audience.

In addition to digital marketing, promotional activities through exhibitions or expos are also an effective strategy for introducing products to consumers. Participating in expos provides MSME operators with the opportunity to promote their products directly, build relationships with potential customers, and expand their marketing networks. Therefore, participation in such events can help enhance the product's market presence and competitiveness.

Given these circumstances, the community service team provided guidance to Kopajava MSMEs by helping them create a TikTok account as a digital marketing platform and assisting in showcasing their products at the Entrepreneurship Expo held at Graha Universitas PGRI Madiun

in collaboration with BTPN Syariah. This guidance is expected to enhance the partners' ability to utilize social media for promotion and expand their product marketing reach through direct promotional activities.

The objective of this community service activity is to enhance the marketing capacity of Kopajava MSMEs through the use of TikTok and participation in the expo. With this guidance, it is hoped that Kopajava's instant coffee products will become more widely recognized by the public, achieve a broader marketing reach, and improve the business's competitiveness and sustainability.

## B. METHOD

This community service activity was implemented using the Participatory Action Research (PAR) approach, specifically the participatory mentoring approach. This approach emphasizes active involvement between the service team and partners in identifying problems, designing solutions, implementing programs, and evaluating the results of the activities (Putra et al., 2024). The partner in this activity is Kopajava, a small and medium-sized enterprise (SME) producing instant coffee owned by Mr. Romadji and Mrs. Tatik Sugiarti, located in Munggut Village, Wungu Subdistrict, Madiun Regency. The activity was carried out in the following four stages.

### 1. Observation and Problem Identification Phase

The initial phase involved field observations, interviews, and direct discussions with MSME owners to assess the state of their businesses and the challenges they face. Based on the observations, it was found that Kopajava already offers high-quality products, but its marketing still relies primarily on direct sales and word-of-mouth promotion. The partner also did not yet have a TikTok account as a digital promotional channel, so its marketing reach remained limited. These findings formed the basis for developing a mentoring program focused on optimizing digital marketing through the TikTok platform and promoting products at trade shows (Shokhikhah et al., 2023).

**2. TikTok-Based Digital Marketing Mentoring Phase**

In this phase, the community service team provided guidance on utilizing TikTok as a digital marketing platform. Activities carried out included:

a. Creating a TikTok account for the Kopajava SME, starting from the account registration process, establishing the business identity, setting up the profile photo, writing the bio, and including contact information that consumers can use to reach out.
b. Guidance on creating promotional content, including instructions on product photography and videography techniques, content concept development, the use of music, captions, and hashtags, as well as effective posting times to maximize promotional reach.
c. Guidance on managing a TikTok account, including instruction on how to upload content consistently, interact with potential customers through the comments section, and utilize TikTok features to increase engagement and brand awareness for products (Purwana et al., 2017; Febriyantoro & Arisandi, 2018).

**3. Product Promotion Phase through the MSME Expo**

In addition to digital marketing, the community service team also assisted partners in showcasing their products at the MSME Expo held at Graha Universitas PGRI Madiun in collaboration with BTPN Syariah. The assistance included preparing the products to be exhibited, arranging the booths to attract visitors' attention, conveying product information to potential customers, and documenting the event for use as promotional material on social media. Through the expo, Kopajava MSMEs gained the opportunity to introduce their products to a wider audience while expanding their marketing network.

**4. Activity Implementation Evaluation Phase**

An evaluation was conducted to assess the effectiveness of the mentoring program that had been implemented. The evaluation focused on two aspects, namely:

a. Evaluation of digital marketing, by assessing the success of creating a TikTok account, the number of content pieces uploaded, and the partners' ability to manage the account independently.

b. Evaluation of product promotion, conducted by examining visitor responses during the expo, increased interest in the products, and changes in promotional reach following the use of social media and the expo (Al Munawar et al., 2023).

Through these stages, this community service initiative is expected to enhance the capacity of Kopajava MSMEs to utilize digital media as a marketing tool, expand their promotional reach through TikTok, and increase public awareness of their products through expo activities, thereby supporting improved competitiveness and business sustainability.

## C. RESULTS AND DISCUSSIONS

### The Role of Students in Boosting Marketing and Sales for the Kopajava MSME through TikTok

For approximately two months, we—students at PGRI University Madiun who are members of Group 7—conducted a mentoring program for the Kopajava MSME owned by Mr. Romadji and Ms. Tatik Sugiarti. Jl. Mojo Asri No. 43, Munggut Village, Wungu Subdistrict, Madiun Regency, East Java 63181 This initiative is a collaboration between students, BTPN Syariah, and PGRI University of Madiun to support the development of SMEs, particularly through strengthening human resources (HR) and optimizing digital marketing. During this activity, we not only applied the marketing theories we learned in class but also got directly involved in helping business owners introduce their products to a wider audience.

In the initial phase, we conducted observations and held discussions with the owner of Kopajava to understand the business's current status, product characteristics, target consumers, and the challenges faced in marketing activities. Based on our observations, Kopajava offers semi-finished powdered beverage products that are already used by several business partners, including restaurants. However, the use of social media as a promotional tool still needs to be improved so that Kopajava's products become more widely recognized by the public—not only in the Madiun area but also beyond the region.

Addressing this issue, we sought to help boost Kopajava's marketing efforts through the TikTok platform. Our steps included creating and managing a TikTok account, developing content

concepts, filming product videos, editing content, writing captions, using relevant hashtags, and publishing content in phases. The content created focuses on introducing Kopajava products, showcasing the products, the processing and serving of beverages, and information designed to attract the attention of potential customers. We strive to present the content in an engaging way so that the public not only sees the product but also understands its potential as a beverage ingredient for culinary businesses.

Over the course of two months of mentoring, we realized that digital marketing is not just about uploading product photos or videos. It requires creativity, consistency, an understanding of the audience's characteristics, and the ability to adapt content to evolving social media trends. Through this process, we helped introduce Kopajava to potential customers via TikTok and opened up opportunities for the product to reach a wider market. This experience also taught us that the success of MSME marketing is heavily influenced by the readiness of human resources to utilize digital technology sustainably.

The mentoring program concluded with participation in the MSME Expo held at Graha Cendekia, PGRI University of Madiun. This expo served as an opportunity for Kopajava to introduce its products directly to the broader PGRI University of Madiun community. Visitors' enthusiasm was evident from the bustling booth, their interest in the products on offer, and the interactions between visitors and the SME representatives. The large number of interested visitors demonstrated that in-person promotional activities can complement digital marketing, as potential customers have the opportunity to see the products, obtain information, and get to know Kopajava more closely.

One of the most memorable experiences at the expo was when a professor in the field of Tax Management—who also owns a restaurant—expressed interest in sourcing semi-finished powdered beverage products from Kopajava. This interest presented a valuable collaboration opportunity for our partners, as Kopajava's products were not only introduced to individual consumers but also had the potential to reach culinary business owners in need of beverage ingredients for their restaurant operations. This experience demonstrates that expos can serve as a

platform for building business relationships, expanding marketing networks, and opening new collaboration opportunities for MSMEs.

For us as students, this experience serves as tangible proof that supporting MSMEs requires active involvement, collaboration, and effective communication between students and business owners. We learned that marketing through TikTok and in-person promotion at expos can complement each other. TikTok serves as a platform for digitally introducing products, while expos provide opportunities to interact directly with potential customers and business partners. Both can support the expansion of marketing reach when implemented consistently and accompanied by sound business management.

During the mentoring period, the business development of BTPN Syariah's clients also showed significant results. One such development was the successful acquisition of a new client, Cafe Point Kopi, located in the Malang region of East Java. The addition of new clients from outside the business's immediate vicinity indicates an expansion of market reach and growing consumer confidence in the products offered. This achievement serves as an indicator that the mentoring provided has had a positive impact on the clients' business growth, particularly in expanding their marketing networks and increasing sales opportunities on a sustainable basis.

We also recognize that the two-month mentoring program is not the end of Kopajava's marketing development process. There is still a need to strengthen human resource capacity, particularly in creating content on a regular basis, developing a marketing calendar, understanding audience responses, evaluating content performance, and following up with potential customers from TikTok and expo events. Therefore, we hope that the knowledge and experience gained during the mentoring program will continue to be applied by Kopajava's owners so that their digital marketing efforts do not stop once the program ends.

**Results of Digital Marketing Mentoring Through TikTok Account Optimization**

The community service activity began with field observations and interviews with the owners of the Kopajava MSME, Mr. Romadji and Ms. Tatik Sugiarti. Based on the observations, it was found that Kopajava is a coffee powder business with high-quality products and a loyal

customer base. However, marketing activities were still conducted conventionally through direct sales and customer referrals. This situation resulted in a limited marketing reach for the products.

The findings revealed that the business partners did not yet have a TikTok account as a digital promotional channel. In fact, TikTok is a social media platform with significant potential for introducing SME products to the public through engaging short-form video content. Given these circumstances, the community service team provided guidance on creating an official TikTok account for Kopajava as the first step toward digital marketing transformation.

After the account was successfully created, the team provided guidance on setting up the account's identity, including the use of a business name, profile photo, bio, contact number, and links to communication channels that potential customers can use to reach out. Next, the team provided training on digital marketing strategies using TikTok, such as developing content concepts, techniques for filming product videos, using trending music, writing captions, using hashtags, and determining effective posting times.

The content produced showcased the process of making instant coffee, product packaging, and information about Kopajava's unique selling points. Short videos were chosen because they enhance visual appeal while making it easier to convey information to potential customers. This approach aligns with the findings of Febriyantoro and Arisandi (2018), who state that digital marketing via social media can expand promotional reach and strengthen the relationship between businesses and consumers.

Through this mentoring program, partners gain an understanding of the importance of consistency in managing social media as a promotional tool. In addition to receiving a ready-to-use TikTok account, partners also gain knowledge of digital marketing strategies they can implement on their own to support the sustainability of their businesses.



**Figure 1. First Visit**

**Results of Product Promotion at the MSME Expo**

In addition to providing digital marketing support, the community service team also assisted Kopajava MSMEs during the MSME Expo held at Graha Universitas PGRI Madiun in collaboration with BTPN Syariah. This event aimed to introduce Kopajava's products to the public while expanding their marketing network. Participating in the expo also provided partners with a new experience in marketing their products directly to the public. In addition to boosting business owners' confidence, this event served as an effective promotional tool to introduce the Kopajava brand to potential customers who were previously unfamiliar with the product.

Documentation of the expo was then used as content for the TikTok account, ensuring that promotion didn't end with the event but continued through digital media. This strategy expanded the reach of the promotion while boosting brand awareness for Kopajava's small and medium-sized enterprises (SMEs). The support included preparing the products for display, setting up the booth, providing information to visitors, and documenting the event for publication on social media. During the expo, Kopajava's products received a positive response from visitors. Many visitors sampled the products, asked about the different coffee varieties, and made purchases on the spot.



**Figure 2. Joint Expo with BTPN Syariah**

**Program Evaluation and Impact of Mentoring**

The evaluation was conducted through observations, interviews, and discussions with MSME owners after the entire series of activities had been completed. The evaluation focused on improving partners' ability to utilize digital media and the effectiveness of product promotion through expo events.

The evaluation results showed that the mentoring program had a positive impact on improving the partners' digital literacy. Business owners now understand how to manage a TikTok account, create simple promotional content, use appropriate captions and hashtags, and recognize the importance of posting content consistently.

In addition, the expo helped raise public awareness of the products. Direct interaction with visitors gave partners the opportunity to highlight the products' strengths while also gathering feedback on product quality and packaging.

The changes in the partners' circumstances before and after the mentoring program are shown in Table 1.

| No | Indikator | Sebelum | Sesudah |
|---|---|---|---|
| 1 | Media Promosi | Belum memiliki TikTok | Memiliki akun TikTok |
| 2 | Jumlah Kunjungan Pendampingan | 2 Kali | 3 Kali |
| 3 | Target Omzet | Rp75.000.000 | Rp80.000.000 |
| 4 | Pendapatan | Target Rp 80.000.000 | Rp75.000.000–100.000.000 |
| 5 | Pelanggan | Target 2 kafe | 1kafe telah bekerja sama |

Source: UNIPMA Monitoring Data, 2026.

Overall, the community service program successfully enhanced the marketing capacity of Kopajava's MSMEs through the use of digital media and direct promotion to the public. The participatory approach employed allowed partners to gain firsthand experience, making it easier

to apply the knowledge gained in their daily business operations. These results align with the findings of Purwana et al. (2017), who stated that digital marketing mentoring can enhance the ability of MSME operators to utilize digital technology as a marketing tool while expanding their market reach. Thus, mentoring on TikTok account optimization and product promotion through the MSME Expo is expected to serve as a first step for Kopajava in developing more effective and sustainable marketing strategies capable of enhancing business competitiveness.

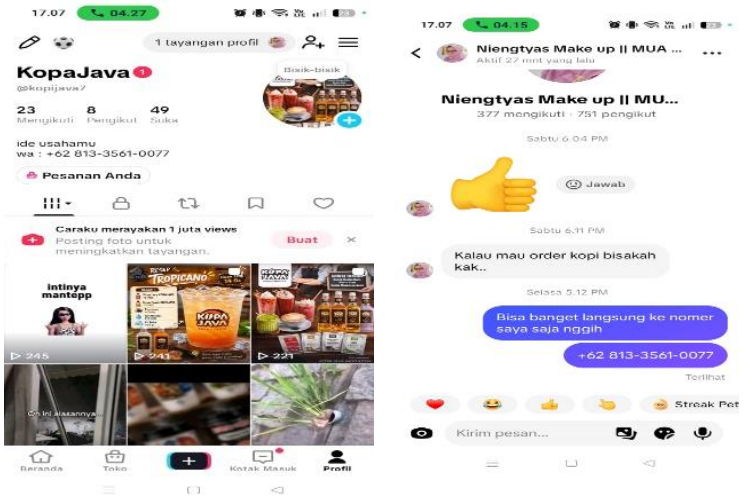



**Figure 3. Kopajava's TikTok account and Potential buyers from the TikTok account**

## D. CONCLUSIONS

The digital marketing mentoring program, which utilized the social media platform TikTok, successfully enhanced the marketing capabilities of MMS Wungu's MSMEs. The partners now have digital promotional tools they can use to expand their market reach. The mentoring also had a positive impact on business growth, as evidenced by increased sales and revenue. A limitation of this initiative was the relatively short duration of the mentoring, which meant that the development of a comprehensive digital marketing strategy could not be fully implemented. It is recommended that future activities include advanced training on creative content creation, digital advertising, and social media performance analysis to optimize the results achieved.

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