

## MARKETING TRAINING FOR ALFALAND GROUP EMPLOYEES: USING TIKTOK AS A MARKETING TOOL

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### ABSTRACT

*Companies are increasingly turning to social media as a tool to support their commercial activities. According to AppAnnie's poll, TikTok has surpassed Instagram as the most downloaded social media app since 2018. TikTok appeals to people of all ages because of its algorithmic capacity to detect user preferences and short content duration. The Bunda Mulia University Management Study Program and Alfaland Group, a company that specialises in property management, collaborated on this community service activity titled "Marketing 101: TikTok Marketing for Business." The service firm faces a major revenue difficulty as a result of the adoption of Community Activity Restrictions (PPKM). The goal of this activity is to encourage employees from PT Alfaland's operational and marketing divisions how to use TikTok as a marketing tool. Employees from branches around Indonesia took part in the training, which was delivered entirely online. The training materials included an introduction to the TikTok application as well as measurement tools for tracking marketing effectiveness. This service resulted in the creation of creative content by participants to promote Alfa-land products and services, as well as an increase in staff creativity, particularly in the operational and marketing divisions, in marketing services from AlfaLand. Employee input on using the TikTok application for marketing included flexible cost control, the ability to watch the viewer in real time, audience targeting, and tracking customer feedback.*

**Keywords:** *community service; marketing; TikTok; workshop.*

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### INTRODUCTION

Most industrial sectors' business performance has suffered as a result of the Covid-19 outbreak, with the hospitality industry faring the worst (Sun et al., 2021). According to the Association of Indonesian Restaurant and Hotel (PHRI), the business income of restaurant and hotel industry actors has plummeted for the umpteenth time since the implementation of PPKM. If this situation persists, many workers in this sector will lose their jobs, according to macroeconomic theory. which currently employs around 500,000 people. (Kusumawardhani, <https://ekonomi.bisnis.com/>, 2021). The restaurant and hotel industry employs approximately 500,000 people.

According to the company's website, Alfaland Group, founded in 1999, is a property development company whose main operation is to manage properties through a leasing scheme or BOT (Built Operate Transfer) amongst companies within a single group. Alfaland Group has expanded its operations into property development (developer), planning and supervision services (construction management), and the hospitality industry, specifically hotel management, with values that value innovation, technology, and harmony.

Alfaland Group welcomes partners and investors interested in exploring business opportunities or serving as the operator of its hotels, which are located in numerous major Indonesian cities.

Omega Hotel Management (OHM), a part of Alfaland Group, is a local hotel operator with 17 properties under the Grand Cordela, Cordela, Cordela Inn, Cordex, and Alfa Resort brands. Bandung (Soekarno Hatta), Cirebon (Cipto Mangunkusumo), Puncak (Cisarua), Jakarta (Ancol and Senen), Medan (H.M. Yamin, AR. Hakim, Millennium ICT Center, Guru Patimous), Yogyakarta (Malioboro), Pangkalpinang (Hamidah), Palembang (R. Sukanto), Pekanbaru (KH (Malacca)). In the second half of 2022, OHM plans to open two additional hotels, one in Tasikmalaya and the other in Medan. All hotels under the auspices of OHM have been certified C.H.S.E (Clean, Health, Safety, Environment) by the Ministry of Tourism and Creative Economy of Indonesia to provide security guarantees to tourists and the general public that the products and services provided by the hotel have complied with the hygiene protocol; health; safety; and environmental sustainability during the pandemic.

The introduction of PPKM has resulted in a significant reduction in the number of tourists renting rooms, and the occupancy rate is well below the management's minimum aim. Due to a dearth of booked rooms during the PPKM, the management took the initiative to carry out property renovations to keep the staff busy. In another scenario, the employee's job shortfall is used to fund employment-supporting training. Customer service, housekeeping, and creative thinking are just a few examples.

To help minimize problems in the company while also carrying out the Tri Dharma of Higher Education, particularly the point of community service, the Bunda Mulia University Management Study Program held a training on the theme "Marketing 101: TikTok Marketing for Business" in December 24, 2021.

The reason behind TikTok was chosen as the medium is because it refers to the results of a survey conducted by AppAnnie, in which TikTok has consistently ranked first on the list of the most downloaded applications in the world since 2018. TikTok users in Indonesia have reached 92.2 million as of July 2021. With such a large number of users, TikTok has emerged as a viable business marketing medium, which is also being used in other countries. (Meng & Leung, 2021).

Various business actors in Indonesia have made extensive use of social media as a marketing tool. According to user feedback, social media marketing improves the efficacy of marketing communications with consumers, product images, and sales (Azhari & Ardiansah, 2022). Several companies have proven the effectiveness of TikTok's media reliability as a marketing tool. Table 1 on the TikTok page contains testimonials from businesses that have used TikTok as a marketing tool.

**Table 1. Companies that are successful in using TikTok**

No	Company Name	Product	Activity	Result
1	Dear Me Beauty	Beauty products	To promote its products, Dear Me Beauty collaborated with well-known creator TikTok to create In-Feed Ad campaign-type video content featuring products and their reviews.	Increasing sales up to 60%.
2	BukuWarung	Fintech	Develop sales agents in an innovative way, by utilizing TikTok to run app install campaigns so	Merchant acquisition volume

			that per-agent acquisition costs can be kept as low as possible.	increased 57 times; CPA (Cost per Acquisition) decreased 77%)
3	Acome	Smartphone 's Accessories	worked with TikTok creators to narrow their target market to young consumers who shop online, and launched an In-Feed ad campaign to drive traffic to their marketplace during Harbolnas (12.12).	Sales volume increased by 2 times, and the increase in followers is 60,000 per month.

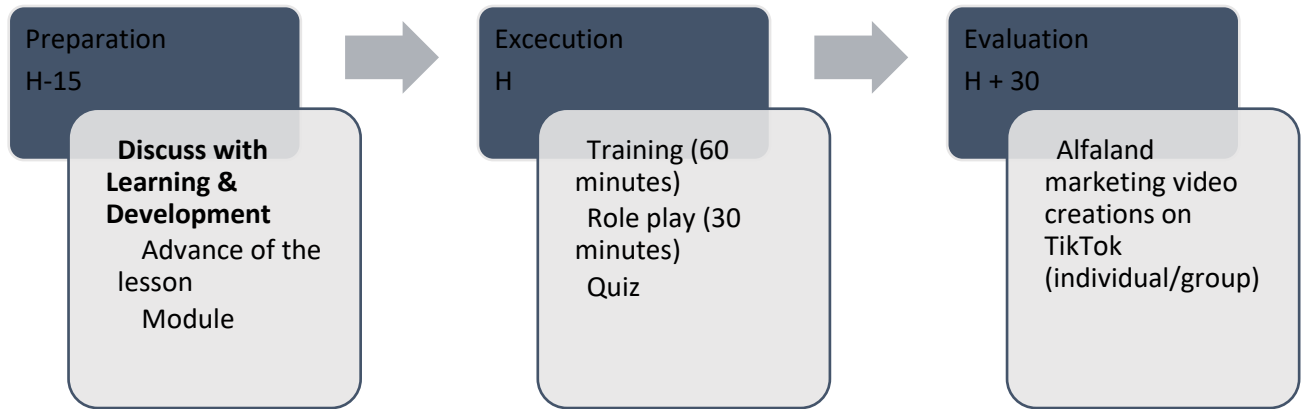
Source: data were compiled from Tiktok website in 2021

The post-millennial generation uses the TikTok app for three reasons: knowledge, entertainment, and the economy (Mahardika, Ma'una, Islamiyah, & Nurjannah, 2021). TikTok's popularity peaked during the COVID-19 pandemic. TikTok is popular among Indonesians because it has a distinct personality, namely the ability to share creativity through the use of various unique features. The limit on the length of videos that can be uploaded is putting a strain on user creativity. The most popular content for Indonesian users is that which includes both entertainment and education (Pertwi, 2021). TikTok is regarded as a platform that brings happiness, according to a Nielsen survey.

Based on the facts above, the Bunda Mulia University Management Study Program, in collaboration with Alfaland Group, provided training utilizing TikTok as a marketing tool at the same time that TikTok was thriving. The goal of this activity is to develop staff technical abilities while simultaneously boosting employee creativity. Employee creativity will be empowered, resulting in higher job satisfaction and, as a result, higher profit margins and operational efficiency for service organizations (Fang et al., 2021).

## METHOD

This community service activity is carried out online using the Zoom meeting media platform. This online implementation is due to the following considerations: (1) The situation in Indonesia at the time the activity was held was still in PPKM level 4, which meant that gathering people in one location was not permitted. (2) The work locations of the employees who are the participants are spread across various cities, so using online training media will save more costs.



**Figure 1. Stages of implementation of activities and indicators of achievement**

Figure 1 depicts the steps of activity implementation, which are grouped into three categories: planning, implementation, and evaluation. The management study program's community service representative team met with the Corporate Learning & Development division during the preparation stage, which is 15 days ahead of implementation, to discuss the depth of the material to be delivered and the method of completing the activities.

The implementation of this community service activity is a collaboration between PT Alfaland's Learning & Development division and the Bunda Mulia University Management Study Program, represented by seven lecturers and one student from the Excellence Community Management campus organization. The lecturer representatives reviewed the training needs with the Learning & Development Alfaland Group representatives throughout the preparatory stage.

Participants in this exercise varied from front office workers to the top manager of PT. Alfaland's marketing division, front office, hotel managers, security, and kitchens from hotels operating in several cities across the islands of Sumatra and Java. The COVID-19 pandemic has the greatest impact on these divisions, which carry out the company's primary operations. The activity lasted 120 minutes during the implementation stage and was separated into three parts: training sessions led by practising lecturers who had mastered TikTok and directed by a moderator; roleplay; and quizzes. The entire team comprises seven lecturers, with Table 2 detailing each task.

**Table 2. List of Personnel and job description**

Role	Tasks
Instructor	Delivering training materials.
Moderator	Lead the course of the training, and respond to the Q&A session.

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Learning materials assembler	Compile and reproduce and distribute the material to participants.
Publication	Archive the activities and disseminate the output of activities.
Archives and secretariat	Create a schedule of events and report it to university administrators.

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Source: Activity accountability report, 2021

Following the meeting, it was agreed that the material to be presented would be simple, such as an introduction to TikTok marketing. The training will be conducted entirely online. To make the training more successful, the presenters will create a brief module that outlines how to use TikTok for marketing. In general, there are three sub-topics to the presenting of training materials, namely in Table 3.

**Table 3. Topics for training materials**

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No	Sub-topics
1.	What is TikTok marketing, exactly?
2.	What are some of the benefits of employing TikTok as a marketing tool?
3.	How to make TikTok a more effective marketing tool.

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The four steps of measuring the efficacy of John Sullivan's training (Carwright & Cartwright, 1999), lead to the evaluation of the training program's effectiveness: (1) Take the quiz (2) Monitoring the Training Program's Implementation (3) Training Effectiveness Monitoring; and (4) Assessment Sheet Recording. The evaluation phase will be revisited 30 days after the activity is completed. The assessed result is a TikTok video of the work with the theme "TikTok Marketing for Alfaland." Employee mindset, knowledge, talents, attitudes; and employee behaviour that has changed to be more successful and supportive of the company's vision and goal are the three primary points covered by portfolio evaluation indicators.

Participants were invited to complete a questionnaire about the advantages of TikTok at the conclusion of the training session. There are ten statements in the questionnaire (see Table 5). On a Likert scale of 1 to 5, participants filled in their replies (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = highly agree).

It is directly supervised by Alfaland Group's Corporate Learning & Development division throughout the activity and through the creation of TikTok videos uploaded by employees at the stage of monitoring the workshop's implementation and monitoring the effectiveness of the training. Each participant's work assessment form will be filled out with the evaluation note.

## RESULT

This meeting took place on Friday, December 24, 2021, with the meeting ID of 895-0628-8380. As seen in Figure 2, a poster was created to promote this initiative. The ad was distributed to staff via company email and a WhatsApp group. In addition to posters, event planners produce invitations that include details about the activity's time and location, zoom links to be utilised, and contact information for resource people who will provide materials and moderators who will oversee the activities (Figure 3).



Figure 2. Workshop's Poster

**Hi Alfalanders,**  
Dihimbau kepada semua karyawan Alfaland Group, untuk bergabung secara online, pada : Sesi Virtual Learning Session, siang ini:

- □ Jumat/24 Des 2021
- 14:00

**•TikTok Marketing For Business**  
•by: Ongky Alex Sander, S.E.,M.M

Moderator : LANANG DIAYUDHA SE.,M.Env.Mgt  
Join Zoom Meeting  
<https://us02web.zoom.us/j/89506288380?pwd=U3ZSSlpubUp6TUNKNXRCY3FIWjR3dz09>  
Meeting ID: 895 0628 8380  
Passcode: L&D

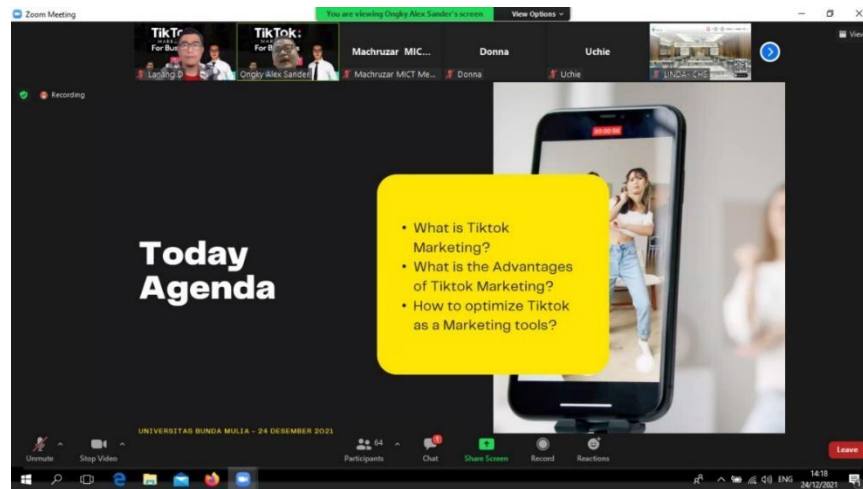
\*ada giveaway  
Terima kasih,  
#AlfalandPRIDE

Figure 3. Invitation flyer

The training was attended by 92 participants from various cities, including Jakarta, Medan, Yogyakarta, Batam, Denpasar, Cirebon, and Makassar. The event was also attended by the President and Director of Alfaland Group. Throughout the activity, the participants actively participated in and responded to the material provided with comments that reflected their respective experiences when using TikTok. The duration of the training activity lasted 120 minutes. Table 4 contains activities and Figure 4 contains opening session.

**Table 4. List of activities**

Time	Duration	Activities
14.00 – 14.05	5'	Opening by Host
14.05 – 15.05	60'	Pelatihan
15.05 – 15.20	15'	Q & A session
15.20 – 15.35	15'	Roleplay
15.35 – 15.45	10'	Closing



**Figure 4. Opening Session**

The essence of all the training materials delivered by the instructor is that users need to understand the TikTok algorithm, look for interesting content ideas, use hashtags, collaborate with influencers, respond to user comments, create hashtag challenges, use TikTok Ads, and review the analytical data of TikTok Ads so that the utilisation of TikTok as a promotional medium runs optimally.

Participants were also introduced to indicators to measure the effectiveness of the content created (Figure 5), in addition to knowledge of how to use TikTok. Participants are taught to analyse key metrics as indicators to measure content performance, such as knowing the number of views, likes, comments, shares, and follows.

No	Indikator		Konten 1	Konten 2 ...dst
1	<i>Key Metrics</i>	<i>Views</i>		
		<i>Likes</i>		
		<i>Comments</i>		
		<i>Shares</i>		
		<i>Follows</i>		
2	<i>TikTok Analytics</i>	<i>Duration</i>		
		<i>Total play time</i>		
		<i>Average watch time</i>		
		<i>Traffic sources types</i>		
		<i>Audience territories</i>		

Notes:

"Views" show the number of times the content has been posted. The number of people who have watched it. A large number of views indicates the viral power of the content.

Likes, shows how many viewers liked the content. Likes indicate the appreciation that viewers give to creators. From a marketing perspective, the number of likes shows how many customers like the product/service provided.

Comments inform viewers of feedback on the published content. Comments can be in the form of blasphemy, flattery, criticism, or humour regarding the content. Comments are also commonly used by fellow viewers to interact with each other. For marketing, comments are useful for gathering input from customers.

"Shares" is the act of disseminating content to other viewers. The share feature is useful for making content viral.

**Figure 5. TikTok’s content measurement of effectiveness template**

**Evaluation of the Training**

"TikTok Application can Increase Income in General" has the lowest approval, with an average value of 3. The recap of the quiz scores from 83 participants who participated in filling out the questionnaire illustrates that the statements "TikTok Application is an Inspirational Application to Make Entertaining Videos" and "TikTok Application is One of the Places for Entertainment During Free Time" received the 2nd highest approval among other statements. with a mean value of 4,09 and 4,03, respectively. The statement "TikTok Application can Increase Income in General" has the lowest approval, with an average value of 3. Table 5 contains processed data from questionnaires.



**Table 5. Descriptive Statistics**

No	Indikator	N	Minimu m	Maximu m	Mean
P1	The TikTok app unleashes creativity	83	2	5	3.93
P2	The TikTok app speeds up the spread of information	83	1	5	3.66
P3	The TikTok app inspires us to create entertaining content	83	1	5	4.09
P4	The TikTok app inspires us to create unique/interesting content	83	1	5	3.83
P5	TikTok application as a facility for expression	83	2	5	3.95
P6	The TikTok app entertains us in our spare time	83	1	5	4.03
P7	TikTok is an app that allows us to express ourselves creatively.	83	1	5	3.81
P8	The TikTok application is able to promote products and services quickly and internationally.	83	1	5	3.81
P9	The TikTok app is able to generate revenue from watching videos.	83	1	5	3.83
P10	The TikTok application can increase consumer buying interest	83	1	5	3.59
Valid N (listwise)		83			

Source: Training participant questionnaire, 2021

Through this activity, we learned that some employees of Alfaland Group Indonesia already have a TikTok account, but only to post personal content. Some have never even created content and posted it (passive users). From this training, the employees have increased their knowledge of each feature that is available on TikTok and have briefly learned how to create content that can support the company's vision and mission.

Reviewing the recapitulation of the questionnaire on the benefits of the training with the topic "Marketing 101: Tiktok Marketing for Your Business," the feedback we received was: 1) In the educational category, participants rated the benefits of the material provided in this activity as useful. 2) In the objective category, the participants assessed that the material presented was relevant to the conditions and problems faced by the participants and was in line with the objectives of the targeted activities. 3) Accountable Category: The participants considered that the instructor was able to convey the material concisely and easily understood by participants from various levels. 4) The category of transparent participants feels actively involved in the implementation of activities so that participants do not feel bored during the activity.

The activity evaluation performance after 30 days showed that some of the participants had produced their personal TikTok content. Feedback received from employees regarding using the TikTok app for marketing includes flexible cost control; the ability to monitor the viewer in real-time; audience targeting; and monitoring feedback from customers.

#### **CONCLUSION**

The series of community service activities with the title "Marketing 101: Tiktok Marketing for Your Business" includes three stages, namely preparation, implementation, and evaluation. This series of activities introduces TikTok as a marketing medium. An application that can create entertaining videos and is often used to seek entertainment in spare time was found to get the most awareness among participants.

Through this training, the participants have increased their knowledge of the benefits of TikTok for marketing. The new knowledge gained by the participants included reading key metrics indicators to measure the effectiveness of marketing activities, video editing, and basic algorithms. The two important outputs of this activity were short modules to create content marketing on TikTok and templates for evaluating content performance.

Based on Alfaland Group Indonesia's motto, which encourages innovation and technology, as well as the increasingly widespread use of social media for marketing, Management Study Program lecturers and students have successfully and smoothly carried out community service activities with Alfaland Group Indonesia employees.

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Lampiran

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