

## STARTING A DIGITAL MARKETING FROM TIKTOK : BEING A MILLENNIAL INNOVATING SOCIOPRENEUR

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### **Abstract**

*This research aims to show how to become a millennial sociopreneur who innovates through digital marketing on social media TikTok. This is characterized by the rapid integration of digital technology in various aspects of life, such as industry, government, education, entrepreneurship and others. The role of sociopreneurs is becoming increasingly important because digital technology allows them to create a greater and more efficient social impact. Thus, TikTok can be a powerful tool for sociopreneurs in achieving their social goals, building awareness, and mobilizing support from society at large in this digital era. The Industrial Revolution 4.0 era also provides platforms such as TikTok with strong changes for sociopreneurs to create significant social impacts in more efficient and innovative ways. By using a qualitative research method, namely observation based on direct experience of the object to be researched, in this case the author observes the activities carried out by Indonesian sociopreneurs who have run their businesses and made changes. And the results are like the heroic action of the Pandawara Group which uses Tiktok as its marketing medium to encourage all people to care about the surrounding environment.*

*Keywords: Digital Marketing; TikTok; Sociopreneur*

### **INTRODUCTION**

Indonesia is one of the countries that is increasingly developing in terms of having a sociopreneur spirit. Various factors support the growth of sociopreneurs in Indonesia, such as awareness of social issues, the increasing number of social and environmental initiatives emerging, as well as support from various parties including the government, non-profit institutions and the private sector. Indonesia also has a strong culture of mutual cooperation, where people often come together to help others overcome social problems. This encourages the birth of sociopreneurship initiatives that focus on the common good.

Sociopreneur is a combination of the words “social” and “entrepreneur.” This term refers to individuals or organizations that combine an entrepreneurial spirit with social or environmental goals aimed at creating a positive impact on society and the environment. In other words, sociopreneurs are those who do not only focus on financial profits, but also pay attention to social welfare,

environmental sustainability, or other social issues in their business operations and goals.

Masturin (2015) explains further that sociopreneur is an approach that can be implemented to empower rural social capital which is able to solve social problems by using entrepreneurial principles to organize, create and manage a business to achieve social goals. . If entrepreneurship has so far been synonymous with business and is managed with the sole aim of achieving profit, then sociopreneurship has a more valuable goal, namely creating strong and competitive social capital. The sociopreneur approach not only uses physical capital but also optimizes intellectual and emotional capital. One of the tasks of a sociopreneur is to increase people's motivation and enthusiasm so that they have the will to get out of the problems they face by relying on their own potential.

Putri (2017) sociopreneur is a social movement solution in the economic sector that can provide business opportunities, especially in rural areas. Apart from improving microeconomics, sociopreneurs are able to improve the national economy. This is the reason why sociopreneur is able to be a solution, because apart from being sustainable in the economy, sociopreneur is able to provide effective and tactical solutions to Indonesia's economic problems.

In their research (Gandhi & Raina, 2018) stated "Social entrepreneurship consists of improvising systems, designing new approaches, seizing opportunities that others miss and producing solutions to change society for the better"

Sociopreneurs seek to create positive change in society through various means, such as providing innovative solutions to social problems, strengthening partnerships with communities or non-profit organizations, promoting awareness of social issues, or even establishing businesses that directly help solve problems. social.

Sociopreneurs currently need digital marketing because the development of digital technology provides various benefits and enormous opportunities for them in achieving their social goals. Through digital marketing, sociopreneurs can reach a much wider audience than if they only used conventional methods. One digital business that can be used is Tiktok.

## LITERATURE REVIEW

According to (Sugiyono, 2017). Social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action towards a brand, product, business, individual or group either directly or indirectly using tools from the social web such as blogging, microblogging and social networking. . Tiktok is one of the social media that is popular with the public at the moment, because it is considered effective in facilitating the creation

of short videos. The forms of video content from TikTok are very diverse, ranging from parody content, lipsync, dancing, culinary recommendations, product reviews to social activities (Wijaya & Setyo Utami, 2021). There has been an increase in application usage during the pandemic. Based on Apptopia data for 2020, TikTok was the most downloaded application in 2020. The total reached 850 million downloads (Stephani, C, 2021). Furthermore, Stephani, C (2021) stated that statistical data as of February 2021, daily active users of TikTok globally were estimated at 35.28 million users, both iOS and Android.

TikTok can be considered as part of a smart business context in certain contexts. TikTok is a social media platform that combines short video content with artificial intelligence algorithms to deliver content tailored to user preferences. TikTok, as a popular social media platform with short video content format, has become an attractive place for sociopreneurs to spread their messages. Through creative, innovative, inspiring and educational content, sociopreneurs can raise funds, educate and motivate and inspire.

Thus, Tiktok provides sociopreneurs with a powerful tool to achieve their social goals more effectively, efficiently and with broad impact. This makes the importance of integrating digital technology in social and environmental efforts increasingly increasing in this digital era.

## RESEARCH METHODOLOGY

The research method used in this writing is a qualitative method. Qualitative methods are research that intends to understand the phenomena experienced by research subjects, for example behavior, perceptions, motivations, actions, etc. Holistically and by means of descriptions in the form of words and language in a special natural context and by utilizing various natural methods (Surniandari, 2017).

The data collection technique used in this qualitative research is observation. Observation is direct observation of the object to be studied, in this case the author observes the activities carried out by Indonesian sociopreneurs who have run their businesses and made changes. This study includes a summary and evaluation of the author's thoughts on several library sources, including books, journals and scientific articles related to the topic discussed. The essence of this literature review method is that it does not require field work/research, but research is only carried out on documents in the library collection.

## RESULTS AND DISCUSSION

### Sociopreneur

Eliyatiningsih, Luri A, & Etikasari (2017) The concept of sociopreneur can be interpreted as a business unit created for social purposes and to overcome and

reduce social problems, but still run in a disciplined, innovative and professional manner. Basically, sociopreneur is a form of combining the concept of entrepreneurship which prioritizes economic activities but the goals achieved are not only oriented towards profit, but also towards social goals (Prayogo, 2017).

Dalimunthe, R. F (2019) Social entrepreneurship was first introduced in the 1970s. There are several countries such as England, South Korea and Thailand that have created policies regulating social entrepreneurship, so that social entrepreneurship can be considered by the government as general entrepreneurship. Until now, Indonesia has not yet established regulations governing social entrepreneurship in 2019.

Sociopreneurs act as agents of change for society. Starting from having a new view, improving the system, the economy, finding new approaches, to being able to find solutions to change people's lives for the better, especially for lower middle class people. At the beginning of the formation of sociopreneurs, the goal of sociopreneurs was to open a business or non-profit entity to help society. The term sociopreneur according to (Lubis, 2015) states that each institution has new terms and acronyms to describe the uniqueness of entrepreneurship education (entrepreneur education), namely technopreneur, sociopreneur, ecopreneur, edupreneur, creativepreneur and digipreneur. Each institution has its own ideas for describing certain characteristics inherent in the history of certain institutions or characteristics. The acronyms "sociopreneur", "ecopreneur", "edupreneur", "creativepreneur" and "digipreneur" represent the strength, courage and passion of Indonesian higher education institutions which have a positive impact on Indonesian society. Sociopreneur and Social Entrepreneur are terms that have the same meaning and definition, this acronym only appears in Indonesia where it is easy to create a new term even though the expected meaning and intent are the same.

## Digital Marketing

Digital marketing is a product marketing effort using digital media and internet networks. There are many advantages to digital marketing compared to traditional marketing efforts. These advantages are the ease of reaching a wider target market, requiring smaller costs and using two-way communication with potential consumers.

According to Chaffey (2015), digital marketing and e-marketing have similar meanings. Both are related to the management and application of marketing using electronic media, namely digital technology which contributes to marketing activities with the aim of making a profit and building and developing relationships between sellers and customers. Apart from that, it also brings closer relationships with customers, thereby increasing knowledge of dealing with consumers, which then combines communication with online

services according to specific customer needs. Sawicki, A. (2016) defines digital marketing as the exploitation of digital technology to create channels that can connect with potential recipients so that the company's goal of meeting consumer needs can be carried out effectively. So, digital marketing can simply be said to be a marketing objective carried out using digital media and technology to make things easier for business people and potential consumers.

The aim of digital marketing is to promote brands, introduce preferences, increase sales with various digital marketing techniques. Various digital marketing techniques include social media optimization, search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, e-commerce marketing, e-mail direct marketing, display advertising , e-books, optical disks, games and other forms of digital marketing (Saveria, RA, 2016).

### **The Role of Social Media (Tiktok)**

As time goes by, the development of technology and information continues to increase. Several breakthroughs that are new or improved are a sign that our technology is currently at an improved level. One of them is the existence of applications that can easily be managed and consumed by the public. These applications are able to provide facilities that can support their users.

An example of an application that is currently hot in society is the Tiktok application. This application created by Zhang Yiming from China was officially launched in September 2016. Tiktok is a social media platform or application that focuses on sharing short videos between its users (Su, et al., 2020). More clearly, Su, et al. (2020) in a journal entitled "Fan Engagement in 15 Seconds: Athletes' Relationship Marketing During a Pandemic via Tiktok" explains that users can utilize various templates, filters and visual effects, as well as the built-in music library, to create short videos. In this journal it is also explained that TikTok is gradually moving forward to become a more commercialized social media platform and allows users to earn income from in-app purchases and paid reactions or gifts in response to their videos.

Many social media experts say that Tiktok will become "The Big New Media". These data show that Tiktok is now a social media platform or application that has its own power to attract attention to its users. As it develops, the Tiktok application is used not only for entertainment, but can also be used as a new digital marketing or social activity.

### **Millennials who innovate using TikTok as a Digital Marketing Sociopreneur**

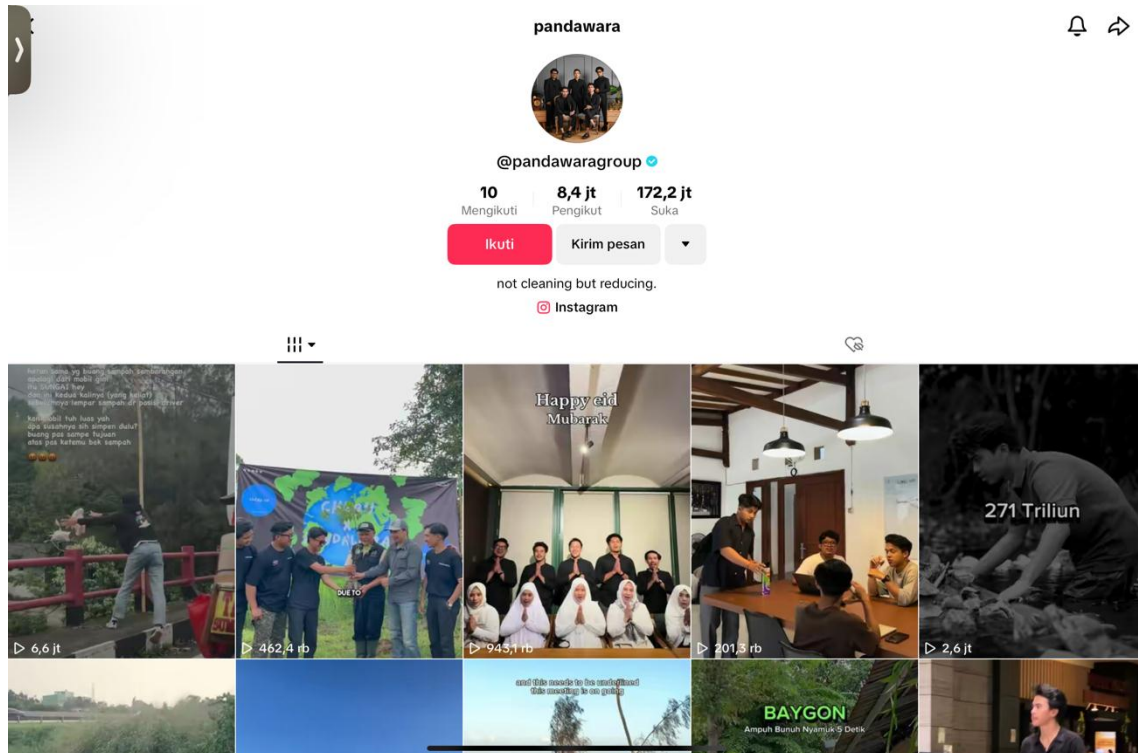


Figure 1 Pandawara Group social media account

Pandawara is a driving group and influence which focuses on waste problems and environmental Hygiene. This group consists of five young people from Indonesia Bandung, namely Agung Permana, Gilang Rahma, Muhammad Ikhsan, Rafla Pasha, and Rifki Sa'dulah. The name Pandawara is taken from two words, namely "Pandawa" which are the five brothers in wayang and "wara" which comes from Sundanese language which means good.

Their action was then uploaded in video form on one of the social media platforms, namely TikTok, and then it ended up going viral because many people praised and supported their good action. TikTok has become one of the most popular social media platforms in the world, bringing a wave of innovation in the form of creative and educational short videos. Pandawara Group utilizes the power of this technology to share its actions with the wider community. These platforms have changed the way people interact with digital content, embracing creativity and expanding the boundaries of online entertainment. In this case, TikTok has become an important role for the Pandawara Group in campaigning for environmental cleanliness and disseminating it to the public. The actions carried out by these five young men attracted international attention. From this background, an idea emerged to discuss in more depth the Pandawara Group's successful strategy in delivering environmental cleanliness campaigns through TikTok media to increase public awareness of the importance of keeping the environment clean, especially marine and river ecosystems.



Pandawara has so far cleared more than 80 spots. Apart from that, the Pandawara also received many awards, one of which was TikTok crowned Pandawara as one of the TikTok Local Heroes in "Year on TikTok 2022". In the 2023 Indonesia Green Awards held by the La Tofi School of Social Responsibility, Pandawara was awarded "The Best Green Communication"

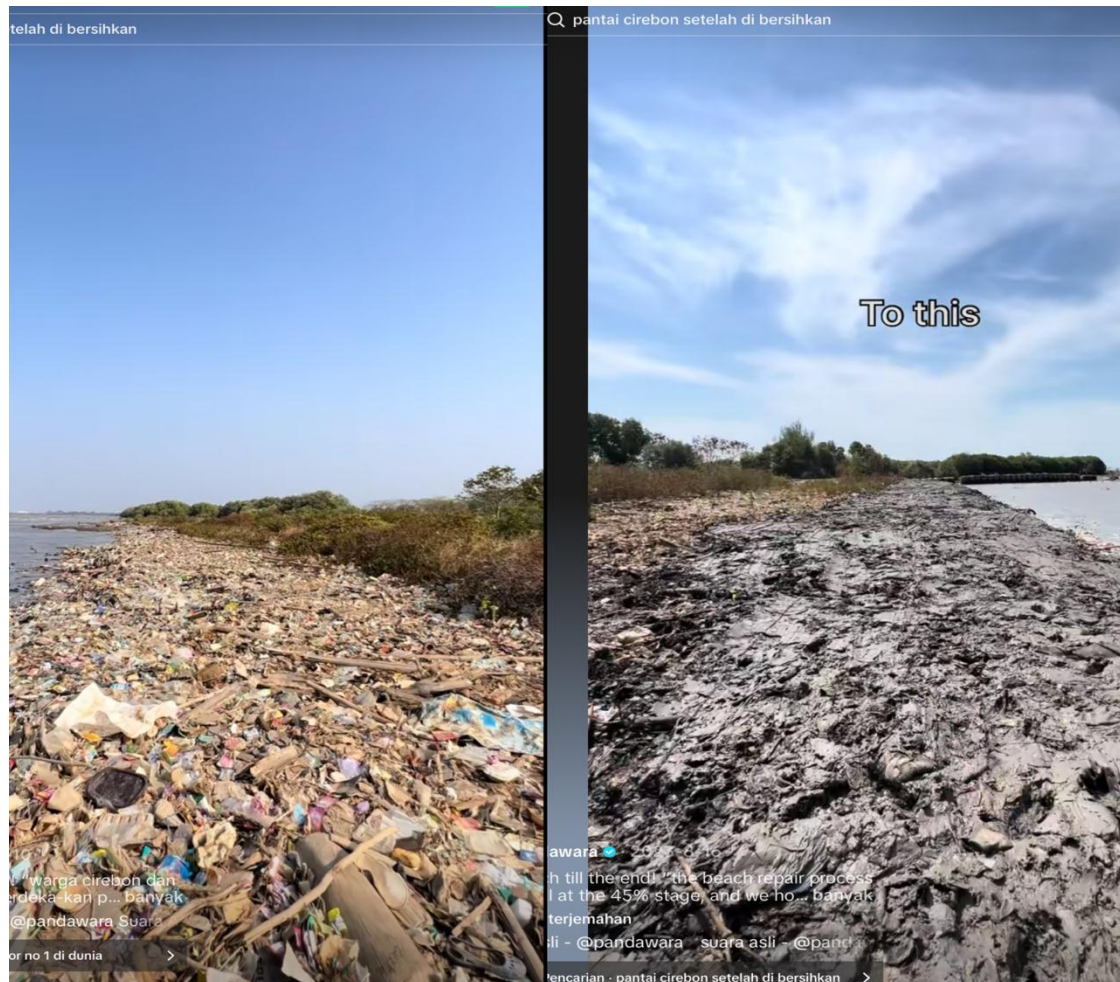


Figure 2 Before & After Cleaning with Pandawara Group

Before the action started, the young man from Bandung uploaded content in the form of an invitation to his Instagram and TikTok accounts to take part directly in the trash clean-up action. The content of the invitation displays a snippet of the image when the beach has not been cleaned. The beach is full of piles of plastic rubbish, such as plastic bags and plastic bottles. The scenes in the video successively highlight piles of plastic waste in the middle of the beach and on the shore. In a previous upload, the Pandawara Group was sarcastic about people who seemed to not care about the cleanliness of their beaches and used beaches full of rubbish as the background.

After the video was distributed and watched by millions of people, people flocked to clean the beach. This action was attended by thousands of people and succeeded in turning a sea of rubbish into a clean river. The clean-up action was also documented and then uploaded on the TikTok Pandawara social media and received a lot of praise and support from the public and even the government. In the video, five young men can be seen working together to clean up piles of plastic in a river whose water looks polluted and is dark brown in color. They lifted the rubbish with whatever tools they could. The video also shows the before and after of the river being cleaned. From being full of rubbish, it became clean and only left behind a stream of water. From this phenomenon, Pandawara used his innovation to carry out a campaign on TikTok social media. Unique or heartfelt cleaning videos like Pandawara's can spread widely within hours, reaching millions of viewers worldwide.

## CONCLUSION

Rapid technological developments will certainly have direct and indirect impacts, one of which is in the field of digital marketing. Likewise with sociopreneurs, the role of sociopreneurs is becoming increasingly important because digital technology allows them to create a greater and more efficient social impact. The development of sociopreneurs in the digital era can use TikTok to build communities that care and are active in social issues. They can invite users to join, collaborate, and support each other in creating the desired change. TikTok can be a place for sociopreneurs to share innovative ideas and creative solutions to social problems. By utilizing the creative features on this platform, sociopreneurs can inspire other people to think out-of-the-box in finding effective solutions.

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