

Management Strategy Of *Tiktok* To Build Brand Awareness In *Bkkbn* Program Of Bali Province

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Abstrak

Sebagai instansi yang bertugas untuk mengomunikasikan dan mengedukasi masyarakat di bidang kependudukan dan keluarga berencana, BKKBN menggunakan berbagai media untuk menjalankan misi tersebut. Salah satu media yang digunakan adalah media sosial *Tiktok*. Meski demikian dalam perjalanannya penggunaan media tersebut mengalami kendala. Masalah utama yang dihadapi instansi adalah kurangnya pekerja di BKKBN Provinsi Bali yang fokus mengelola media sosial *tiktok* dan kurangnya perencanaan strategi untuk memaksimalkan konten video yang diupload di *tiktok* @bkkbnbali. Oleh karena itu, dibutuhkan kegiatan pengabdian yang dilakukan secara terencana untuk memperbaiki kondisi tersebut. Tujuan dari pengabdian masyarakat ini adalah untuk meningkatkan kualitas sumber daya manusia dalam mengelola media sosial *tiktok* untuk membangun *brand awareness* program BKKBN Provinsi Bali. Kegiatan pengabdian kepada masyarakat ini menggunakan metode observasi, wawancara, dokumentasi, dan penyuluhan. Hasil strategi perencanaan dalam kegiatan jurnal pengabdian ini menunjukkan bahwa kegiatan pengabdian yang dilakukan memiliki dampak positif terhadap peningkatan pengetahuan dan keterampilan SDM di BKKBN Provinsi Bali untuk mengelola akun *Tik Tok*. Peningkatan tersebut pada akhirnya turut memberikan dampak positif terhadap *brand awareness* program BKKBN Provinsi Bali.

Kata Kunci: Media Sosial, Kesadaran Merek, Konten, *Tiktok*

Abstract

As the agency responsible on communicating and educating the public in the fields of population and family planning, the BKKBN uses various media to carry out its mission. One of the media used is *Tik Tok* social media. Although using the media, there are some obstacles they overcome. The main problem overcome by the agency is the lack of workers at the Bali Prvince BKKBN that focus on managing *tiktok* social media and the lack of strategic planning to maximize who focus on content uploaded on *tiktok* @bkkbnbali. Therefore, service activities that are conducted in a planned manner are needed to improve these conditions. The purpose of this community service is to improve the quality of human resources in managing *tiktok* social media to build brand awareness of the Bali Province BKKBN program. This community service activity uses the methods of observation, interviews, documentation, and counselling. The results of the planning strategy in this devotional journal activity show that the service activities conducted have a positive impact on increasing the knowledge and skills of human resources at the Bali Province BKKBN to manage *Tik Tok* accounts. This increase ultimately contributed to a positive impact on the brand awareness of the Bali Province BKKBN program.

Keyword: Social Media, Brand awareness, Content, *Tiktok*

INTRODUCTION

Social media is an online communication media with wide reach and useful for company to obtain any information, improve the company relation with society and also to increase the company's brand awareness moreover become more well-known by the people in society. BKKBN (National Population and Family Planning Agency) is a non-ministry government institution under supervision of and being responsible to the President through Health Ministry. BKKBN Bali has six fields such as Secretariat Section, Prosperous Family and Family Empowerment Section (*Keluarga Sejahtera dan Pemberdayaan Keluarga*), Family Planning and Reproductive Health (KB-KR), Advocation Section, Movement and Information (ADPIN), Population Control Section, and Training and Development.

The program of BKKBN Bali such as *Bangga Kencana* program, *Genre Bali* program, Family Planning Counseling (KB), Podcast program and so on. Bali BKKBN has social media used for introducing their activities or programs, educating people and building the brand awareness. Social media related to *brand awareness* (Murdana & Suryawardani, 2019). The social media could support company in conducting the planned goals. According to reutters survey: 68% of Indonesia citizen access news or information from social media and from the data show that tiktok has the highest score than other social media, Indonesia citizen get more information through that platform (Saptoyo, 2022). Moreover, in managing social media for company level, it needs to concern on how to achieve the goals. Social media could give significant impact toward brand awareness program in a company (Tarigan & Tritama, 2016).

The social media platforms used by BKKBN Bali are Instagram, Youtube and Tiktok. The youtube account has 2.13K subscribers with 314 videos, the Instagram account has 3.026 followers with 1.823 contents and Tiktok account has 107 followers with 32 content. From those three platforms, it shows that the tiktok account @bkkbnbali has lower follower than its Instagram or youtube

account. The tiktok account of BKKBN is managed by ADPIN section, however the observation result and interview, ADPIN teams claimed that the tiktok account has less management due to the lack of human resources who focus on managing, it happens since the ADPIN section also has its own programs and field works.

The tiktok account @bkkbnbali seldomly upload contents, ineffective in using features of tiktok, low quality video and decide the prime time. This community service aimed at knowing the management of social media Tiktok for building brand awareness of BKKBN Bali Program, educating the institution to improve the quality of human resource in order to successfully build the brand awareness of BKKBN Bali programs through Tiktok. The solution to improve brand awareness toward BKKBN Bali Programs is by designing education for the people. It aims at improving the knowledge and skill of human resources in managing social media account especially Tiktok in order to give positive impact toward the brand awareness of the program and designing strategy to create innovative content for Tiktok @bkkbnbali.

There are several previous community service activities to support this activity and it used to build the brand awareness of a company such as community service of Tim May, dkk (2021), (Oktaviani & Rustandi, 2018), (Azizah, 2020), dan (Tarigan & Tritama, 2016). The activity of Fahira et al. (2021) stated that explaining the information interestingly become the key point to improve the brand awareness of the target. The education toward human resources about social media management could improve their company brand awareness (Anak Agung Istri Syawana Bargandini & Ni Nyoman Juwita Arsawati, 2022). According to the result of previous community service journal, Tiktok claimed to be effective and efficient media in promotion and to build brand awareness since it is easily educating and impressive, it could be an attraction for viewers to *Sobat IndiHome* to join and purchasing the product of IndiHome (D. S. O. Fahira & Mustikasari, 2021). It is expected that BKKBN Bali would be able to manage and apply strategy better in the future in order to

actively improve the brand awareness of the company and tiktok @bkkbnbali and become more active in uploading video content to the tiktok account to increase the engagement rate.

METHOD

This community service was conducted in BKKBN Bali. The target of this program is the human resources of BKKBN Bali. The activity of this community service separated into several methods, such as:

- 1) Observation Stage
 The beginning stage of this program was conducting observation in the social media of BKKBN Bali on their website. The observation used to understand the type of social media platform used, who managed it and found the problem occurred in social media account.
- 2) Interview and Collecting Data Stage
 The data was collected by conducting interview with ADPIN section as the manager of social media account and the problem they had in managing tiktok account @bkkbnbali. After discovering the problem i.e. lack of human resources who focus on social media management since the section itself has their own responsibilities besides managing tiktok. It caused the lack of video post on the titok account and less education toward it. Then, the team explained about the opportunities of tiktok if we could manage it well, one of those is improving brand awareness of the company.
- 3) Implementation Stage
 The activities were conducted in this stage are as follows:
 - a) Deciding the strategic plan used to improve brand awareness
 - b) Educating about a good Tiktok management and benefit of Tiktok management
 - c) Deciding on the concept for video content to be uploaded on Tiktok @bkkbnbali.
- 4) Evaluation Stage
 Evaluation was conducted by

controlling the preparation, strategy planning, educatuin in managing tiktok social media to improve brand awareness.

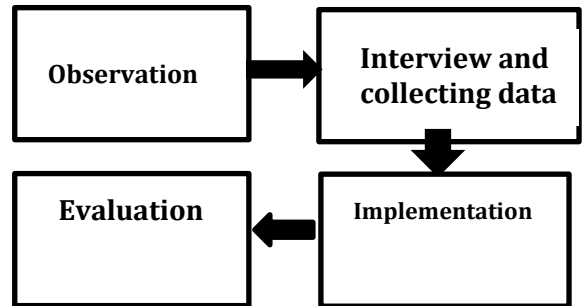


Image 1. Scheme of Activity

FINDINGS AND DISCUSSION

The team of community service conduct this activity in order to answer the strategy of Tiktok social media management to build BKKBN Bali Programs, educate human resources about the opportunity of managing Tiktok. Its implementation begins with observation of problems overcome by BKKBN Bali, collecting data by interview with the social media manager particularly the tiktok account. Through this assistance and strategic trainings, it is expected that this would be useful in the future for the company to improve their brand awareness. The improvement is achieved by shifting the marketing method from conventional to modern method to overcome the challenge in globalization era (Made et al., 2022). Social Media support the company in improving the brand awareness of company (Salamah et al., 2021). Tiktok account is managed since the account itself is lack of management, and seldomly upload content, it has not fully used the available features on its application, this activity conducted during July to the beginning of August. The stages of this activity are as follow:

Table 1. The Schedule Activity of Management Strategy Of Tiktok To Build Brand Awareness In Bkkbn Program Of Bali Province

No	Date	Activity
1	July 20 th , 2022	Observation
2	July 21 st - 22 nd ,	Interview and

	2022	Collecting Data
3	July 25 th - 29 th , 2022	Implementation
4	August 1 st - 5 th , 2022	Monitoring
5	August 6 th , 2022	Evaluation

1) Observation Stage

The observation stage is the first stage in conducting this activity. It was conducted on Wednesday, July 20th, 2022. It aimed at understanding the problems occurred in BKKBN Bali. When observing ADPIN section, it found that BKKBN Bali also had several social media accounts, and one of them is Tiktok. The team also did browse about this in the internet.

2) Interview and Collecting Data

This stage was conducted on July 21st to 22nd, 2022. After finding the social media platform used by BKKBN Bali, furthermore it was found that the Tiktok account has lack of management. It was seen from the platform of social media used by BKKBN Bali i.e. Instagram, Youtube and Tiktok. The youtube account has 2.13K subscribers with 314 video, Instagram has 3.026 followers with 1.823 content and Tiktok has 107 followers with 32 contents. From those three platforms account, it was seen that tiktok account @bkkbnbali has less followers than Instagram or Youtube account.

The result of the interview with ADPIN section also stated that the management of tiktok account is lacking due to there is no human resources that could be focused on managing the tiktok account. From the obtained data in account @bkkbnbali, they seldomly upload the video content, has not yet decided on the prime time to upload on tiktok and low quality of video uploaded to the account.

3) Implementation

At this implementation stage, the

service team begins to conduct planned activities such as::

- a) Determining strategic planning that can be used to build brand awareness.

In this stage, it started to determine the strategic planning such as using hashtags, creating various content related to the Bali Province BKKBN program, taking advantage of the features available in the Tiktok application, using songs that are currently viral, determining thumbnails for the video content to be selected. Determination of thumbnails can be used to build a visual identity and allow viewers to identify videos on our tiktok among other video content.

- b) Providing education regarding good tiktok social media management and the benefits of managing tiktok media accounts.

The intended education, such as the benefits of managing tiktok accounts, can increase brand awareness of the BKKBN Bali program moreover it is better known among the public. One of the programs of the Family Planning Population Board is stunting prevention which is important for the public to know. By utilizing the Tiktok application, which almost all people use, of course, it will be very helpful for the company in informing the community about the program if it is managed properly.

- c) Determining the concept for video content that will be uploaded on tiktok @bkkbnbali. Content with strong and consistent storytelling can deliver appropriate engagement and be easier to connect with the community (Ariffudin Islam, 2022). A visual content in the form of videos or photos will be more interesting and easily understood by the public compared to text (Tresnawati & Prasetyo, 2018). The

design of a visual identity has a goal, namely to provide a picture identity related to activities or programs to the community (Groot, 2018). The concept used in this activity is to conduct interviews to ask myths or facts about adolescent health to be used as content. Materials related to these myths or facts were obtained from the book 1001 ways to talk to parents and teenagers.

The questions chosen were 1) Having sex just once will not cause pregnancy is a myth or fact, 2) Men and women must have the same thoughts and way of life in order to get married is a myth or fact, 3) Having sex once is too early can cause cervical cancer is a myth or fact, 4) Condoms can prevent pregnancy up to 100% is a myth or fact, 5) Teenage pregnancy can harm the mother and fetus is a myth or fact.



Image 2. Myth or Fact Videos for Tiktok Content



Image 3. Capcut and VN Application

Next, it begins with the content video editing process using the Capcut and VN applications. Continuing the uploading step to tiktok @bkkbnbali.

4) Evaluation stage

The evaluation stage conducted by the service team is to look at the benchmarks for the successful performance of content that has been published to tiktok @bkkbnbali. The service team evaluated through an impression from Tiktok which includes the number of followers, likes, viewers, shares and comments. A summary of impressions and content performance data from a certain time can be seen from the Tiktok profile. The way that can be done to increase followers on the tiktok social media account is that the admin from the social media manager must be more effective in uploading video content on tiktok @bkkbnbali so that it can compensate for the number of followers of the YouTube and Instagram media accounts owned by the Bali Province BKKBN (Meifilina, 2021) . The following is the documentation of service activities:



Image 4. Tumbhail on tiktok video @bkkbnbali

Table 2. Tiktok Social Media Account Management Monitoring Form

Day, Date: Thursday, August 04th, 2022

No	Indicator of Management Involvement	Y es	N o	Note
1.	Managers actively participate in creating	v		

	content			
2.	The manager has a fixed schedule to meet to evaluate the content created		v	Still need to schedule for this activity
	Social Media Content Quality Indicator	Yes	No	Note
1.	Easy to understand the messages	v		The message is clear, there is text in each content
2.	Interesting to the audience	v		The message is important to know
3.	Image quality	v		Quality is good after implementing management strategy
	Indicator of Determination of prime time for uploading videos	Yes	No	Note
1.	The manager pays attention to the time of uploading videos to tiktok	v		Already paying attention to the time for uploading tiktok after service

				activities
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After the service team has monitored the tiktok @bkkbnbali social media account manager, here are the results of the evaluation of this activity:

Table 3. Evaluation Result

Tiktok Management Strategy	Before the activity	After the activity
Determined of interesting topics among teenagers It can be seen at the following link: https://vt.tiktok.com/ZSR23CDUc/	Tiktok @bkkbnbali mostly discusses stunting and there is no topic to educational discussion about adolescent health.	The content of tiktok @bkkbnbali has discussed education about adolescent health.
Determination of determining the thumbnail on the video (figure 4.)	Tiktok@bkkbnbali hasn't specified a thumbnail for every uploaded video	Tiktok@bkkbnbali has already determined the thumbnail for the uploaded video
Ensure the quality of the video to be uploaded to tiktok	The quality of the videos used as content on the @bkkbnbali tiktok account is still not good. It can be seen at the following	The quality of the videos used as content on the @bkkbnbali tiktok account is good. It can be seen at the following link: https://

	link: https://vt.tiktok.com/ZSRfNUoG5/	vt.tiktok.com/ZSRSpA7UY/
Determinati on of prime time for uploading videos (Can be seen in table 2.)	Do not pay too much attention to prime time when uploading videos to tiktok	Already paying attention to prime time when uploading videos to tiktok, which is uploading at noon break

From before and after the strategy was implemented, the number of followers and likes increased, namely before @bkknbali had 107 followers and 600 likes, after the activity increased to 118 followers and 686 likes. Based on the comparison of the evaluation results above, it can be seen that the activities that have been conducted have a positive impact on the @bkknbali tiktok account in the future. The results of this activity are shows the result of the comparison of interaction growth before video content management is carried out and after comparison better management is carried out which can be seen from the increase in the number of followers and views and in line with the results of the activities of Tim May, et al (2021), Fahira et al. (2021), and (D. S. O. Fahira & Mustikasari, 2021) who also found that strategic education activities about managing tiktok social media accounts had a positive impact on building brand awareness of the Bali BKKBN program.

CONCLUSION AND SUGGESTION

Conclusion

Based on the evaluation results, this service activity has been able to improve the quality of human resources in terms of managing tiktok social media to increase brand awareness of the Bali BKKBN program. The account that has been created has a positive impact on the company. This can be seen in the increase that occurred before and after the implementation of the Tiktok social media

management strategy.

Suggestion

This service activity has been fairly good but there are several obstacles when carrying out this activity, namely due to the busy schedule of human resources at the Bali BKKBN and many activities in the field, so to educate about this tiktok social media management strategy, it is necessary to adjust it to their schedule. Although planning and managing a tiktok social media account strategy does not require high costs, it does not mean that it can be underestimated.

The solution that can be done to overcome the obstacles that occur when carrying out service activities like this is the need to design a program regularly every 1 month to educate human resources related to managing social media accounts and monitoring for better future. It is recommended for Tiktok social media managers to upload video content approximately twice a week, especially the frequency needs to be increased when there is a new BKKBN program.

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