

## INCREASING SALES OF BAE-BAE RICE BOWL UMKM

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<p><b>Info Article</b></p>	<p><b>Abstract:</b> <i>This community service is entitled Increasing Sales at Bae-Bae Rice Bowl Micro Small and Medium Enterprises. This community service activity is part of the learning process which aims to provide direct experience outside of the world of work. This research aims to evaluate the implementation of the community service program at Bae Bae Rice Bowl, a Micro Small Medium Enterprise engaged in Food and Beverage in Kendari. This service program is focused on activating Tiktok social media accounts with promotional content to improve brand positioning, sales, and build reputation. The results of Community Service show that the service program at Bae Bae Rice Bowl has successfully reactivated the Tiktok account with an effective content strategy. The result is increased social media engagement and product sales, as well as improved brand positioning and consumer trust.</i></p> <p><b>Abstrak:</b> Pengabdian Kepada Masyarakat ini berjudul Peningkatan Penjualan pada Usaha Mikro Kecil Menengah Bae-Bae Rice Bowl. Kegiatan pengabdian ini merupakan bagian dari proses pembelajaran yang bertujuan untuk memberikan pengalaman langsung di luar dari dunia kerja. Penelitian ini bertujuan untuk mengevaluasi implementasi program pengabdian di Bae Bae Rice Bowl, sebuah Usaha Mikro Kecil Menengah yang bergerak di bidang Food and Beverage di Kendari. Program Pengabdian ini difokuskan pada aktivasi akun sosial media Tiktok dengan konten promosi untuk meningkatkan brand positioning, penjualan, dan membangun reputasi. Hasil Pengabdian Kepada Masyarakat menunjukkan Program layanan di Bae Bae Rice Bowl berhasil mengaktifkan kembali akun Tiktok dengan strategi konten yang efektif. Hasilnya adalah peningkatan keterlibatan media sosial dan penjualan produk, serta peningkatan posisi merek dan kepercayaan konsumen.</p>
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## **INTRODUCTION**

In the current digital era, online presence has become very important for the sustainability of businesses, including UMKM. Bae Bae Rice Bowl, founded in 2020, has utilized social media platforms for sales, but its Tiktok account has not been optimized. Therefore, this internship program aims to reactivate Tiktok accounts with creative and strategic promotional content.

The problem: Lack of Activity on Social Media: Bae Bae Rice Bowl's Tiktok account is inactive, causing low engagement and awareness of the brand. Lack of creative and interesting content that can increase consumer interest. Stagnant Sales: Sales via online platforms such as GrabFood, GoFood and ShopeeFood have stagnated. Lack of effective promotions to encourage purchases. Weak Brand Positioning: Bae Bae Rice Bowl's brand positioning is not yet strong in the minds of consumers, making it difficult to compete with competitors in the F&B sector. Reputation and Consumer Trust: Lack of content that builds reputation and increases consumer trust, such as positive testimonials and reviews. Carvalho et al( 2017) Role of Social Media in Marketing: Social media, especially TikTok, has become a very effective platform for marketing and product promotion. Creative and engaging video content can quickly go viral, increasing visibility and engagement.

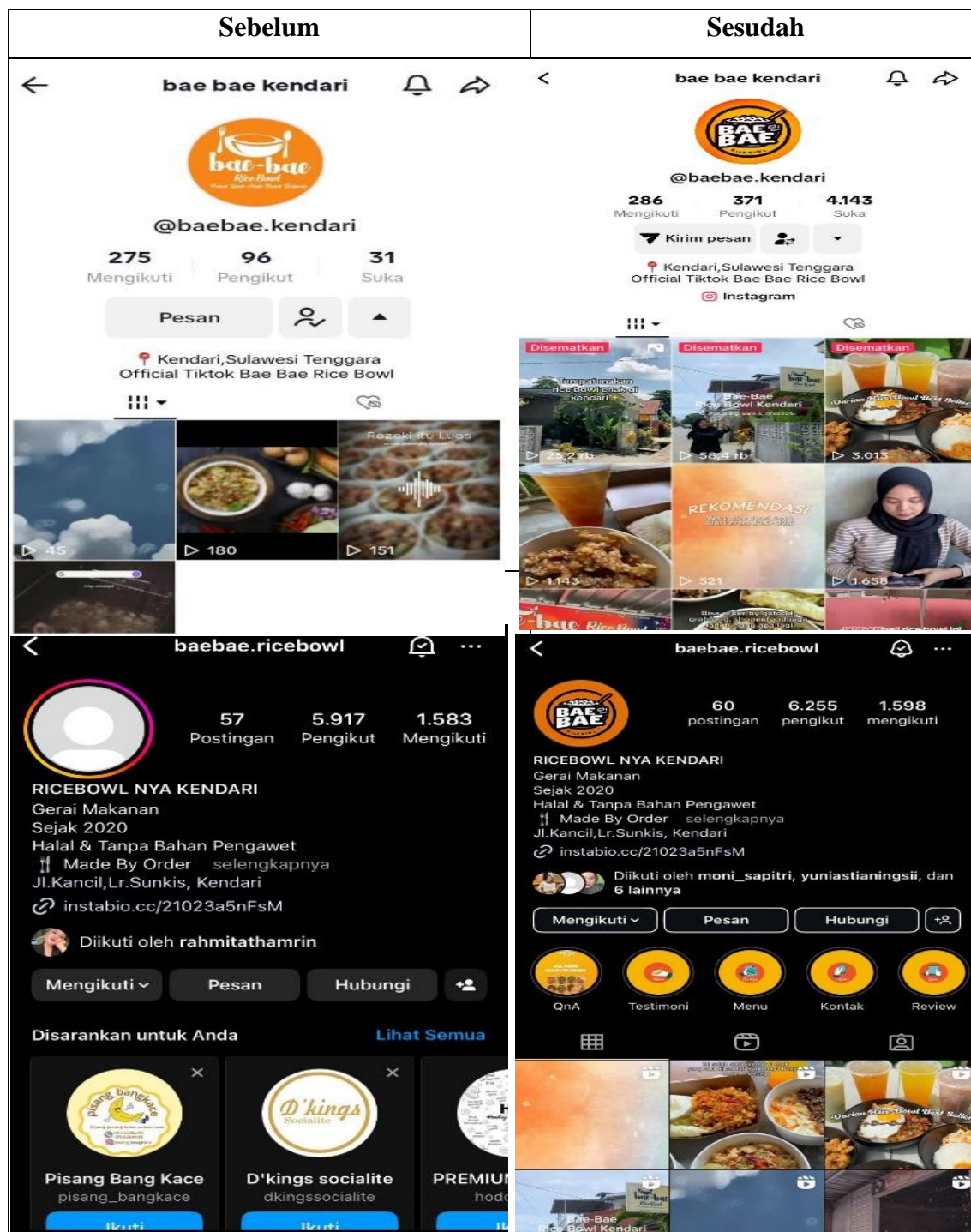
Changes in Consumer Behavior: Consumers are increasingly inclined to make purchases online via apps and social media Carvalho et al., (2017). Purchasing decisions are often influenced by content viewed on social media. Importance of Brand Positioning: Strong brand positioning helps UMKM to differentiate themselves from competitors and create consumer loyalty. Consumers are more likely to remember and choose brands that have a clear and strong position in the market. Consumer Confidence: Consumer trust in a brand is greatly influenced by testimonials, reviews and other positive experience content. UMKM need to build a good reputation to win consumer trust and increase sales.

## **METHOD**

Internship Location Selection: Survey of UMKM locations with supervisor. Obtain approval from the UMKM owner. Discussion with the owner regarding problems and potential solutions. Program Implementation: Create promotional video content with a focus on creativity, storytelling, lighting and editing.

Types of content created: street directions/addresses, introduction to places, and introduction to menu variants. Video SEO optimization and interaction with viewers. Objective: Brand Positioning: Building a strong brand image in the minds of consumers. increase Sales: Drive sales with special promotions and incentives. Building Reputation and Trust: Through testimonials, reviews, and positive experience content.

**RESULTS AND DISCUSSION**



### Before Implementation:

TikTok account is inactive and engagement is low. Sales via social media are stagnant. After Implementation: Increased number of followers and interactions on Tiktok accounts. Increased sales and conversions from promotions carried out. Increased brand awareness and consumer trust. Production Cycle: Content planning and creation is carried out on an ongoing basis. Analyze the performance of each content to determine the next strategy. Feedback loop with UMKM owners for continuous improvement.

Figure 3.1 Opening of the PkM Activity



Source : TIM PkM Universitas Muhammadiyah Kendari

Figure 3.2 Process of Making Bae Bae Rice Bowl



Source : TIM PkM Universitas Muhammadiyah Kendari

Figure 3.3 Bae Bae Rice Bowl



Figure 3.4 Product Sales Discussion



Source : TIM PkM Universitas Muhammadiyah Kendari

## CONCLUSION

The service program at Bae Bae Rice Bowl succeeded in reactivating the Tiktok account with an effective content strategy. The result is increased social media engagement and product sales, as well as increased brand positioning and consumer trust. This internship activity shows the importance of an active and well-managed online presence for UMKM.

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