

# DIGITAL TRANSFORMATION OF USED VEHICLE UMKM SHOWROOM MARKETING THROUGH TIKTOK LIVE TO OPTIMIZE SALES

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## Abstract

*This study addresses the limited marketing strategies of used vehicle UMKM showrooms, which have largely depended on conventional promotion methods and struggled to expand their customer base. The research aimed to examine the effectiveness of TikTok Live as an innovative digital marketing tool in enhancing sales performance. A participatory approach was applied through workshops, live demonstrations, and mentoring sessions to strengthen participants' competencies in designing, implementing, and evaluating online campaigns. Data were collected through observation, participant feedback, and transaction records before and after the program. The findings revealed significant improvements in showroom owners' ability to utilize TikTok Live, marked by higher audience engagement and increased conversion rates. Daily transactions showed a positive trend, with broader market coverage compared to offline promotions. These results indicate that TikTok Live is not only practical and accessible but also offers sustainable opportunities for UMKM competitiveness in the digital economy. This research contributes to the growing literature on digital transformation for small enterprises by demonstrating the relevance of live-streaming platforms in boosting business resilience and sales growth.*

**Keywords:** digital marketing; TikTok Live; UMKM showroom; used vehicles; sales optimization

## Abstrak

*Penelitian ini dilaksanakan untuk menjawab keterbatasan strategi pemasaran yang dijalankan oleh showroom kendaraan bekas UMKM, yang selama ini masih mengandalkan metode promosi konvensional dan mengalami kesulitan dalam memperluas jangkauan konsumen. Tujuan penelitian ini adalah mengkaji efektivitas TikTok Live sebagai media pemasaran digital inovatif dalam meningkatkan kinerja penjualan. Metode yang digunakan adalah pendekatan partisipatif melalui pelatihan, demonstrasi langsung, dan sesi pendampingan guna memperkuat kompetensi peserta dalam merancang, mengimplementasikan, serta mengevaluasi kampanye daring. Data diperoleh melalui observasi, umpan balik peserta, dan catatan transaksi sebelum serta sesudah program. Hasil penelitian menunjukkan adanya peningkatan signifikan pada kemampuan pelaku usaha dalam memanfaatkan TikTok Live, ditandai dengan meningkatnya keterlibatan audiens serta kenaikan tingkat konversi penjualan. Transaksi harian juga menunjukkan tren positif dengan jangkauan pasar yang lebih luas dibandingkan promosi berbasis offline. Temuan ini menegaskan bahwa TikTok Live tidak hanya praktis dan mudah diakses, tetapi juga mampu memberikan peluang berkelanjutan untuk meningkatkan daya saing UMKM dalam era ekonomi digital. Penelitian ini berkontribusi pada pengembangan literatur mengenai transformasi digital UMKM dengan menekankan relevansi platform live streaming dalam memperkuat resiliensi usaha dan pertumbuhan penjualan.*

**Kata kunci:** pemasaran digital; TikTok Live; Showroom UMKM; kendaraan bekas; optimasi penjualan

## INTRODUCTION

Tulangan Subdistrict in Sidoarjo Regency is widely recognized as a hub for used motorcycle and car showrooms, with approximately ten active businesses contributing to the local economy and providing employment opportunities. However, in the past two years, these showrooms have experienced a drastic decline in sales. The downturn is largely caused by the increasing availability of

new vehicles with low-interest financing schemes and the rising popularity of electric vehicles, which are considered more efficient and environmentally friendly, (Y. Zhang & Prebensen, 2025). Field surveys revealed that average showroom revenue had decreased by nearly 40%, with only one to two customer visits per week. This situation threatens business sustainability, as showroom owners struggle to rotate their stock and maintain operations, (Jung et al., 2023), (Tedjakusuma et al., 2025).

Despite this challenge, Tulangan showrooms still possess several strengths, including a strategic location and a relatively diverse stock of vehicles. Unfortunately, these advantages are not matched with adequate skills in digital marketing. Most owners remain dependent on conventional promotional methods such as banners, word-of-mouth, and limited use of social media, (Rejeb et al., 2024). Of the ten surveyed showrooms, only four use Facebook Marketplace and two rely on Instagram, with promotional content limited to static images and basic captions. None of the businesses had attempted to utilize TikTok, even though the platform is highly popular, (G. Yang et al., 2024) (Khafid Muzuka et al., 2025) and widely used in the region. Recent data indicated that 86% of local smartphone users actively access TikTok daily, (H. Zhang et al., 2024).

TikTok offers unique features, particularly its live streaming function, which enables sellers to interact directly with potential buyers, showcase products in real time, and build trust through immediate communication, (Wang et al., 2025). The platform is free and accessible with minimal equipment—only requiring a smartphone and internet connection, (Jattamart et al., 2023). Nevertheless, barriers remain, particularly the lack of communication skills, confidence in front of the camera, and knowledge of engaging content creation. Previous attempts at live streaming on Instagram revealed difficulties in sustaining interaction, presenting persuasive narratives, and capturing viewers' interest. Such shortcomings directly affect engagement and sales potential, (Ying et al., 2025).

To address this gap, the proposed this study focuses on strengthening the digital marketing capacity of showroom owners through participatory training. The main objectives of this initiative are (1) to enhance the knowledge and skills of showroom owners in applying digital marketing strategies, (2) to provide practical competencies in using TikTok Live as an interactive sales tool, and (3) to foster sustainable business practices that increase competitiveness in the digital marketplace. The program includes workshops on branding (Ong et al., 2024), practical exercises on TikTok Live, and coaching in effective digital communication. By combining theory with hands-on practice, participants are expected to acquire applicable skills that not only improve immediate sales but also foster sustainable business growth. This initiative aligns with broader development frameworks, including the Sustainable Development Goals (SDGs) by promoting decent work and economic growth, higher education performance indicators related to community engagement, and national research priorities emphasizing digital ecosystem empowerment for UMKM. The program is also intended to serve as a replicable model for other regions facing similar challenges, thereby contributing to the resilience and competitiveness of local businesses in the digital era.

## METHOD

The target community of this program consists of used vehicle showroom owners located in Tulangan Subdistrict, Sidoarjo Regency. Approximately ten showrooms were involved, each operating with limited marketing capacity and experiencing a significant decline in sales. The participants represent diverse backgrounds, ranging from business owners with over ten years of experience to younger entrepreneurs who recently started managing family-owned showrooms. Their involvement in the program was active and collaborative; some took the role of live streaming hosts, others managed technical aspects such as product setup and lighting, while the rest focused on customer follow-up after live sessions. This participatory approach ensured that the skills and responsibilities were distributed according to each participant's expertise and readiness.

The implementation method adopted a participatory model, combining workshops, practical exercises, and continuous mentoring. The stages of implementation included:

### Program Socialization and Team Formation

The program began with an initial socialization session to explain objectives, expected outcomes, and the division of roles. A joint team was formed, involving academic facilitators, showroom owners, and student assistants to ensure smooth coordination.

### Needs Assessment

A field re-assessment was carried out through direct observation, structured interviews, and a short survey. This stage verified the relevance of previous findings and identified urgent issues in digital marketing, financial management, and production quality.

#### Capacity Building and Training

Training sessions were conducted on three main topics: (a) digital content production, including lighting, camera angles, and persuasive product presentation for TikTok Live; (b) business management, focusing on simple bookkeeping tools and stock management; and (c) marketing strategies, including storytelling techniques, audience interaction, and scheduling live sessions based on TikTok analytics. Training was delivered using demonstrations, simulations, and case-based discussions to maximize comprehension and practical application.

#### Technology Adoption and Practical Application

Participants were guided to adopt simple digital tools such as mobile-based financial recording applications and TikTok Live for direct product promotion. The training emphasized hands-on practice, where showroom teams conducted trial live sessions under the supervision of facilitators.

#### Mentoring and Monitoring

Weekly mentoring sessions were carried out through both on-site visits and online consultations. These sessions ensured that the knowledge gained during training was consistently applied. Mentoring also provided immediate solutions to challenges such as low audience engagement, technical errors, or ineffective follow-up strategies.

#### Evaluation and Sustainability Planning

Evaluation was conducted through observation of live streaming sessions, tracking sales outcomes, reviewing TikTok analytics (audience reach, interaction rates, and viewing duration), and collecting participant feedback via questionnaires. The final evaluation summarized progress and identified best practices for sustainable digital marketing. Sustainability was strengthened by providing a digital toolkit consisting of training modules, live streaming templates, and standard operating procedures (SOPs).

#### Instruments and Data Collection Techniques

The instruments used included pre- and post-training questionnaires, observation checklists during live streaming, and analytic data from TikTok to measure reach and engagement. Sales records provided by the showroom owners were also used to assess the direct financial impact of the program. Data were collected through interviews, surveys, observation notes, and digital platform metrics.

#### Data Analysis

The collected data were analyzed descriptively by comparing baseline and post-program conditions. Improvements were measured through increased live streaming frequency, enhanced audience interaction, and higher sales figures. Qualitative data from interviews and feedback were analyzed thematically to identify challenges, success factors, and recommendations for future implementation.

#### Team Roles

The program team consisted of a coordinator responsible for overall management and communication with community partners, a digital marketing trainer focusing on TikTok Live optimization, and a business management trainer providing guidance on bookkeeping and sales strategies. Student assistants contributed to logistics, documentation, and direct support during mentoring and evaluation activities. This role distribution ensured the program was implemented effectively while also serving as an experiential learning opportunity for students.

## RESULT AND DISCUSSION

The implementation of the community engagement program has demonstrated a measurable impact on the business performance of participating automotive showrooms. A comparative analysis between the pre-program and post-program conditions reveals a significant improvement in sales turnover across all showrooms involved. The data show that the program was effective in providing knowledge and practical skills related to marketing strategies, customer approach, and digital promotion, which in turn contributed to the positive performance outcomes.

Specifically, all seven showrooms recorded an upward trend in their sales turnover after the intervention. The increase varied from 10% to 18%, indicating that while the degree of improvement differed among the showrooms, the intervention consistently produced favorable outcomes. The

findings highlight the program's ability to address the varying needs of each business, ensuring that even the showrooms with initially lower sales performance experienced noticeable progress.

The descriptive analysis shows that Showroom A achieved the highest increase at 18%, followed by Showroom D with a 16% increase. Meanwhile, Showroom B and Showroom F recorded moderate growth of 12% and 13%, respectively, which still demonstrates a meaningful contribution to their operational development. The lowest, yet still positive, improvement was observed in Showroom G, with an increase of 10%. These findings confirm that the program contributed not only to raising sales performance but also to establishing a sustainable foundation for further business development.

**Table 1 summarizes the percentage of turnover growth for each showroom after participating in the program.**

Showroom	Percentage Increase in Turnover
A	18%
B	12%
C	14%
D	16%
E	15%
F	13%
G	10%

Before the training, only 10 showroom owners participated, and just 4 of them had previously used social media or online marketplaces for promotion. After completing the program, however, all participants adopted digital platforms, with TikTok becoming a new and widely applied tool for interactive marketing. This transformation illustrates not only the increase in digital adoption but also the role of the training in shifting participants from limited to comprehensive use of social media for business growth.

The table provides clear evidence that the program was effective in enhancing showroom business performance. Importantly, none of the showrooms reported stagnation or decline in turnover, suggesting that the intervention was universally beneficial. This consistency of positive outcomes reinforces the argument that well-structured interventions, when aligned with local needs, can significantly strengthen the resilience of small and medium-scale businesses.



**Picture 1. The implementation of a workshop on increasing sales turnover through digital media.**

The findings of this study indicate that the increase in visitor interest across all seven showrooms was consistently positive, ranging from 10% to 18%. This outcome suggests that the strategies implemented during the program had a measurable impact on enhancing showroom attractiveness. The growth demonstrates that promotional efforts, organizational improvements, and better service delivery were well received by the community, (E. Zhang, 2023). It also provides a foundation for further interventions that can strengthen business sustainability, (Griffiths et al., 2024).

From a theoretical perspective, the results align with the concept of consumer behavior which emphasizes the importance of marketing communication and service quality in influencing customer

decisions, (Abas & Puspawati, 2024). According to business development theories, (Driessen et al., 2025) small increases in consumer engagement can compound over time, leading to long-term growth. The data from this activity reflect such incremental improvement. This implies that even modest interventions can yield meaningful outcomes for community-based enterprises, (Tian & Frank, 2024).

In addition, the improvements can be understood within the framework of local economic empowerment. In addition, the improvements can be understood within the framework of local economic empowerment, which refers to strengthening the capacity of small business owners to utilize digital technology, increasing their autonomy in managing sales, and enhancing their competitiveness in the local market through sustainable income growth. The increased visitor numbers to the showrooms mean that local businesses are gaining more visibility and potential revenue. This supports the notion that micro- and small-scale businesses thrive when they are given structured support. Community service projects, therefore, play a vital role in bridging knowledge and practice for small entrepreneurs, (Zheng et al., 2022) (Song & Licoppe, 2024).

A notable observation is that while all showrooms experienced growth, the variation in percentage increase indicates differences in adaptation and readiness. Showrooms that reported higher growth likely applied the strategies more effectively or already had better foundations in management and service, (Driessen et al., 2025). This is consistent with organizational theory which states that readiness for change influences the degree of improvement achieved. Therefore, continuous guidance is needed to ensure equal progress across all business units.

The role of digital promotion cannot be overlooked in interpreting these results. Showrooms that engaged more actively in social media and online promotion tended to attract more customers. Interview findings and initial observations revealed that showrooms already familiar with platforms such as Facebook or Instagram experienced relatively higher improvements in turnover after the training. Their prior exposure to social media allowed them to adapt more quickly to TikTok Live features, which translated into faster customer engagement. Meanwhile, showrooms that had never used online promotion also showed progress, but the learning curve was steeper, and their improvements tended to appear more gradually. These patterns suggest that prior digital experience served as an advantage in maximizing the program's outcomes. This highlights the relevance of digital transformation even for small businesses in local communities, (Kong et al., 2025). Theories of digital marketing emphasize accessibility and visibility as primary factors for consumer attraction, and the data support this understanding, (Ong et al., 2024). These elements are critical because consumers are more likely to engage with products and services that are easy to find and consistently visible across digital platforms. The data from this study support this theoretical perspective, as showrooms that increased their online presence particularly through TikTok Live were able to reach wider audiences and generate higher turnover compared to those with limited visibility prior to the program.

Furthermore, the activity revealed the significance of human resource development. The service quality provided by showroom staff directly impacted visitor satisfaction, which in turn affected overall interest. Training on communication, hospitality, and customer handling played an essential role in generating trust and comfort, (Jiang et al., 2024) (Verma et al., 2024). This corresponds with service management theories which argue that employees are central to creating customer loyalty, (Wang et al., 2025). In this perspective, the way employees or in this case, showroom owners interact with customers directly influences satisfaction and repeat purchase behavior. The findings from this program reflect that principle: when showroom owners became more proactive and responsive through digital channels such as TikTok Live, customers perceived higher value and trust, leading to stronger loyalty and increased sales.

It is also worth noting that the consistency of improvement across all seven showrooms validates the sustainability of the intervention. Even the lowest increase of 10% demonstrates tangible benefits. In practical terms, this reinforces the idea that structured community assistance programs contribute to real outcomes for local economic actors. The findings confirm that engagement between academia and local business owners fosters mutual growth, (C. Yang et al., 2024) (Afkar et al., 2025) .

From the community perspective, the activity fostered a stronger relationship between entrepreneurs and their surrounding environment. Increased visitors not only support the business but also generate a sense of pride and motivation for showroom owners. This matches with social capital theory, which underlines that networks and community interactions play a key role in supporting

entrepreneurial ventures, (Afkar et al., 2024). The social dimension of growth is therefore as important as the economic dimension, (Asj'ari et al., 2024).

On the other hand, the results also present some limitations that must be acknowledged. While the percentage increases are encouraging, they are based on short-term observations. Long-term monitoring is necessary to determine whether the growth is sustainable, (Purushothaman et al., 2022). This perspective is supported by business cycle theories which stress that temporary fluctuations do not always indicate lasting change, (C. Yang et al., 2024). In this view, short-term increases in sales or turnover may reflect adaptation to new tools or market conditions, but only sustained application and innovation can ensure long-term growth. Applied to this program, the turnover improvements observed immediately after training indicate positive momentum; however, continued digital engagement and strategic marketing are required for these gains to become lasting transformations in business performance.

Another critical aspect is the external environment, including competition and consumer purchasing power. The positive results may partly be influenced by broader economic conditions, seasonal factors, or regional demand patterns. Understanding these externalities is essential to correctly interpret the findings. Theories of market dynamics highlight the interplay between internal business improvements and external economic forces, (McMann et al., 2022). This framework suggests that even when businesses enhance their internal capacity, the actual impact on sales depends on how well these improvements align with broader market conditions. In the context of this program, the strengthened digital marketing skills of showroom owners (internal factor) generated higher turnover because they coincided with increasing consumer reliance on online platforms and live-stream shopping (external factor).

The role of innovation is also evident in the outcome. Showrooms that adopted creative strategies, such as unique product displays or loyalty programs, reported slightly higher growth rates. This finding corresponds with innovation diffusion theory, which explains how new practices spread and influence performance within a community. Encouraging innovation at the micro-business level thus remains a crucial aspect of community service initiatives, (Afkar et al., 2023).

Finally, the findings highlight the importance of continuity and follow-up. Without ongoing mentoring, the growth achieved may stagnate or decline. This underlines the responsibility of academic institutions and stakeholders to ensure that community empowerment projects are not one-time interventions. Instead, they should evolve into long-term partnerships that continually adapt to business and societal needs.

## CONCLUSION AND RECOMMENDATION

This study successfully enhanced the knowledge and skills of showroom owners in applying digital marketing strategies, particularly through the practical use of TikTok Live as an interactive sales tool. Participants not only gained the ability to design and implement online promotions more effectively but also demonstrated improvements in turnover growth after adopting these practices. These outcomes indicate that systematic guidance and participatory training can foster sustainable business practices, thereby strengthening the competitiveness of UMKM in the digital marketplace. In addition, the program provides a replicable model that can be applied in other regions facing similar challenges, reinforcing its broader contribution to local economic empowerment.

Based on the findings and reflections from this study, several suggestions can be put forward to strengthen the outcomes and ensure sustainability of similar initiatives in the future. The collaboration with the showrooms has shown positive engagement, but it also highlighted the need for continuous follow-up and consistent monitoring to maximize the benefits. Future activities should not only focus on the delivery of knowledge and assistance but also include structured mentorship programs, enabling showroom staff to internalize the skills and apply them effectively in their daily practices.

Another important suggestion is to strengthen communication channels between the implementing team and the community partners. While the activity has been successful in providing relevant solutions, the feedback loop needs to be more systematic so that adjustments can be made quickly when challenges arise. By involving the showroom managers and staff in regular evaluation discussions, a stronger sense of ownership can be cultivated, ensuring that improvements will continue even after the program ends.

Furthermore, it is recommended that future programs consider integrating digital platforms to complement face-to-face sessions. This approach will allow for broader access to resources, provide continuous learning opportunities, and reduce the dependency on in-person visits, which can be challenging to sustain over time. Additionally, expanding partnerships with other stakeholders, such as local government or related industries, could provide more comprehensive support and create a larger impact for the showrooms and the surrounding community.

Overall, these suggestions are aligned with the findings, emphasizing the need for consistent content creation, improved visual quality, and better scheduling of live sessions. They also recommend continuous mentoring for showroom owners to strengthen digital marketing practices, particularly in optimizing TikTok Live as an effective sales channel. Future initiatives should focus on strengthening the consistency of online promotion, providing follow-up evaluations to monitor sustainable business growth, and expanding collaboration with other digital platforms to diversify market access. These recommendations are directly drawn from the findings, which showed that turnover improvements were closely linked to the adoption and effective use of social media tools.

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