

Jombang Digital Go - Global: TikTok Content and Affiliate Marketing Training As A New Weapon For Plandi Youth To Enhance Local Culinary- Fashion Entrepreneurship

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ABSTRACT

Nowadays, social media is a common thing for every generation. Aside from entertainment and education, there are numerous business applications for this technology[2], One of the social media platforms that have gained popularity recently, namely in the previous few years, is TikTok. The "Jombang Digital Go-Global" initiative aims to empower the youth in Plandi Village, Jombang Regency, to develop local culinary and fashion businesses by leveraging advancements in digital technology. In the context of intense global competition and barriers to conventional market access, Plandi youth often face difficulties due to limited proficiency in online marketing and restricted customer reach. This initiative provides in-depth training programs on creating engaging TikTok content and affiliate marketing tactics as strategic tools to expand market reach to a global level, and success of the TikTok account. TikTok, with its appeal of creative and interactive short video content, allows online shop owners to reach a wider audience and increase their brand exposure. The practical implications of this study include recommendations for businesses to choose influencers that are relevant to the target market, methods in this training program, participants will be equipped with skills to produce viral content, maximize TikTok algorithms, and build affiliate networks capable of generating additional income. Its primary objectives are to increase the sales volume of local culinary and fashion products, create new job opportunities, and stimulate the economic development of Plandi Village through international e-commerce.

INTRODUCTION

The advent of social media platforms has significantly transformed the digital marketing landscape[1], Amidst rapid digital technology development, the creative economic potential in villages such as Plandi Village, Jombang Regency, is often

hampered by limited access to technological device and adequate TikTok affiliate digital marketing skill [7]. As TikTok's roots lie in entertainment, brands must create engaging content[8] and strategies on the purchase intentions of Generation Z Local culinary and fashion products, which are rich in cultural value and high quality. Trending dishes in Jombang, such as "Bebek Goreng Selera Anda" (Fried Duck to Your Taste), still struggle to reach the global market due to ineffective promotional strategies. The young generation in Plandi Village, which numbers around 1,500 people aged 18-30 according to 2023 data from the Central Statistics Agency, has a high spirit of innovation but has not fully utilized technology such as smartphones and social media to advance local businesses[9]. They are often limited to passive use, such as accessing social media for entertainment, without optimizing it as a productive tool to develop creativity and entrepreneurship. The existence of these various features makes the use of social media in everyday life increase.[10]

In the context of increasingly fierce global competition and barriers to accessing conventional markets, the youth of Plandi face difficulties due to their lack of expertise in online marketing and limited customer reach. This is reflected in the records of the local Tourism Office, which show that tourist visits only reach 3,000 people per year, even though this number has the potential to increase significantly if digital promotion is improved[10]. The local culinary and fashion tourism sectors, which have bright prospects, have not been fully exploited due to a lack of ability to market products efficiently in this digital age. Young people in areas such as RT 13 Parimono GG. 1, who are on average 19-23 years old and have just graduated from high school, have free time and digital devices but have not been able to turn them into a source of income or contribution to the village. To overcome these challenges, the "Jombang Digital Go-Global" initiative was designed as an innovative solution that focuses on in-depth training in TikTok content production and affiliate marketing tactics. TikTok, as the most popular social media platform among the younger generation, offers opportunities to create viral content that can reach millions of international users, while affiliate marketing allows for the formation of networks that generate additional income through product recommendations. Through this practical and interactive training program, participants will be equipped with the skills to produce engaging material, maximize the TikTok algorithm, and how TikTok's platform dynamics contribute to increasing brand awareness, emotional engagement, and consumer loyalty.[11]

The main objectives are to increase sales of local culinary and fashion products, open up new job opportunities, and encourage rural economic growth through international e-commerce. This initiative is in line with the local government's agenda

to develop the tourism sector as a pillar of the community's economy, and is expected to produce creative young entrepreneurs with a sustainable impact, such as a 20-30 percent increase in village income within the first two years. By making youth the driving force of change, Plandi Village has the potential to become a model of successful rural empowerment through digital technology, which not only supports a sustainable economy but also reduces the technology access gap in rural areas. Ultimately, this program aims to inspire other villages in Indonesia, particularly in Jombang Regency, to follow in the footsteps of this digital transformation.

RESEARCH METHOD

Many social media such as TikTok, could be an effective learning medium form exploring knowledge, especially when learning a foreign language.[12] This empowerment program was designed to train young people in Plandi Village, Jombang Regency, with skills in utilizing the TikTok platform to produce creative content and apply affiliate marketing techniques. The main objective is to strengthen local businesses in the culinary and fashion sectors, with the goal of expanding the market reach from local to international scale. The program includes instruction on creating engaging TikTok content, strategic approaches to affiliate marketing, monitoring engagement growth through data analysis and pursuing professional diagnosis after viewing ADHD content on TikTok[13], These criteria help ensure that the literature analyzed is relevant to the research focus and has a strong empirical basis[14]. The program is implemented through intensive education that emphasises the development of technological competencies for young people in the region, involving collaboration with relevant local parties, including a partnership with the head of RT 13 Parimono GG. 1 in Plandi Village. Overall, the program lasts for a full month, starting from participant selection to post-training supervision, accompanied by periodic evaluations to assess its impact on the progress of participants' businesses. The implementation method includes theoretical meetings, practical exercises, and business simulations, which are adapted to local cultural values to ensure relevance and long-term sustainability.[15]

a. Activity Stages

The program is divided into four stages designed to gradually build skills from the initial level to practical application

1. Preparation and Selection Stage (First week): Conducting outreach through social media campaigns and local youth groups, followed by participant selection based on criteria such as age (18-25 years old) and interest in culinary or fashion entrepreneurship. The target is 10 young people from Plandi.

2. Basic Training Stage (second week): Organizing offline workshops for selected youth, covering TikTok content creation modules (video editing, storytelling, and platform algorithms) and affiliate marketing basics (product selection, link creation, and promotion strategies)
 3. Implementation and Collaboration Phase (Third week): Participants are given the task of producing TikTok content and creating affiliate marketing or new accounts for local culinary-fashion products, with guidance from us
 4. Assessment and Monitoring Phase (Fourth week): Conducting impact evaluations through observation, sales analysis, and feedback sessions. The results will be used as a basis for the next program, with a final report submitted to the relevant parties.
- b. Required Resources
1. Human Resources: Mentors from our team and 10 young people we have selected
 2. Material and Technological Resources: Equipment such as laptops, smartphones, editing software (Adobe Premiere or CapCut), new TikTok accounts and stable internet access, as well as promotional materials such as local culinary and fashion merchandise for demonstrations. Financial Resources: The funds come from our team and require a significant budget, as we have prepared all the necessary items and the local youth also have their own smartphones.
 3. Other Resources: A practice room at the home of one of our team members in Plandi Village for video documentation for program archives.

RESULTS AND DISCUSSION

Results

The results of the “Jombang Digital Go-Global” program in Plandi Village, Jombang Regency, have been evaluated periodically over the course of one month. This program aims to empower the local youth through intensive training in TikTok content production and affiliate marketing strategies. From this evaluation, significant results were found regarding the program's achievements and impact, as follows.

a. Collaboration Partners

The culinary MSME partners that collaborated with us during the MK-PM period included:

1. Bebek Selera Anda

2. Bebek Palekko Bang Yan
3. Sate Mba Ida, and
4. Depot Mie Surabaya.

b. Improvement in the Skills of Plandi Youth

This data is interrelated, where skill enhancement supports business growth, which in turn contributes to the village economy through broader digital interactions. Including measurements of the impact on participants' skills and local business growth, the overall benefits are directly felt. This program shows positive, interrelated progress, such as increased digital competence.

Table b.

Table 1. Results of Training Enhancement in Plandi Village

Outcome Aspects	Key Indicators	Percentage/Increase	Impact Description
Improving youth digital skills	Percentage of young people who successfully created interesting and viral TikTok content; Improvement in material production capabilities	97% of 15 young people	Young people are now able to maximize platform algorithms, which they previously lacked mastery of, thereby opening up access to global markets and strengthening the foundation for business innovation.
Impact on Culinary and Fashion Entrepreneurship	Percentage increase in sales; Range of increase in sales volume	25-40% in a month	Products such as traditional dishes and clothing are easier to promote via TikTok, with affiliate marketing generating extra income and directly driving local

			business growth
Measuring Social Media Engagement	Increase in viewers; Increase in interactions (likes, comments, shares)	150-200%	The data shows the effectiveness of the program in building affiliate networks, increasing product visibility, and supporting sustainable business growth through higher engagement on TikTok.

c. Increased Account and Post Engagement

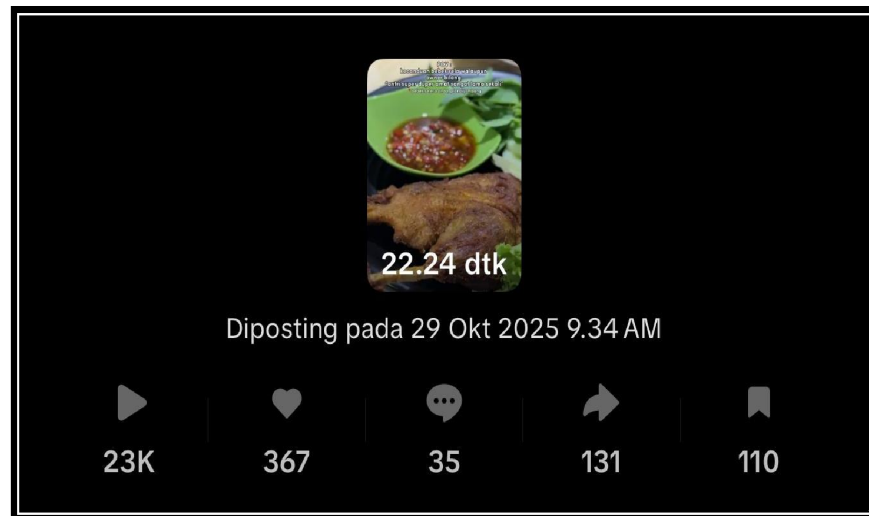
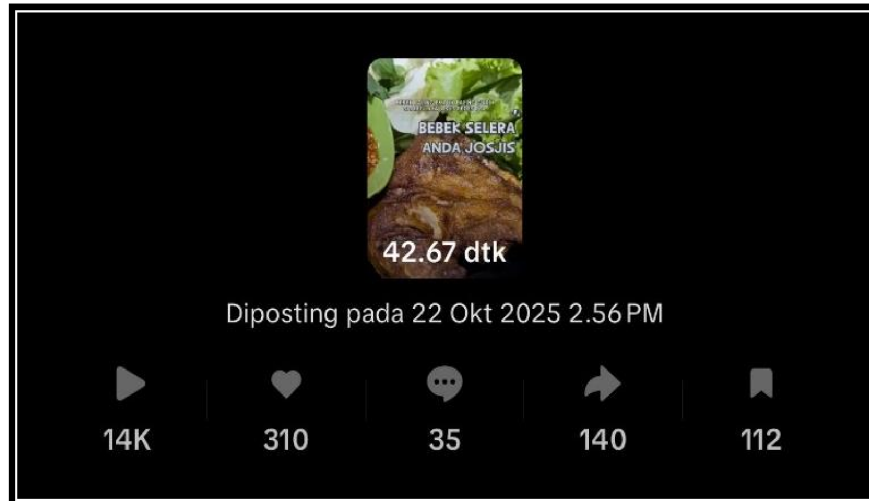
The development of TikTok account and post engagement shows encouraging progress. Through intensive training in content production and affiliate marketing strategies, the young participants succeeded in significantly increasing digital interaction, with TikTok accounts managed by local entrepreneurs experiencing an increase in views per post accompanied by a significant increase in likes and comments. This development is inseparable from the improvement in the participants' skills, where they learned to optimize the TikTok algorithm to achieve higher engagement, such as using local hashtags.

Results c.

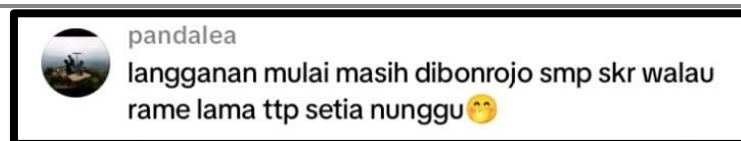
Culinary
Followers Account & Total Likes



Views, Like, Comment and share Per post



Impact Comment After Post





Didik Hermiadi27

dari dulu gak berubah,, gorengan, sambalnya, dan yang jelas kecap nya gak pernah berubah,, saya asli Mojokrapak, dulu sering banget ke Kebon Rojo bersama Robert (Arif) yg aslinya ngimbang



Bebek Palekko Jombang BANG YAN
hadir Bebek Rica2 PLANDI juga 😊



Criz

favorit anakku dr Ra sampe skrg dia Mts, nyebutnya tetep "Bebek Kono" Krn dulu dia sulit bilang namanya dan kita dr Gudo jd agak jauh kan 😊
rasanya jg tetep mantul, sambel bawangnya juara



tapasyaimmuph

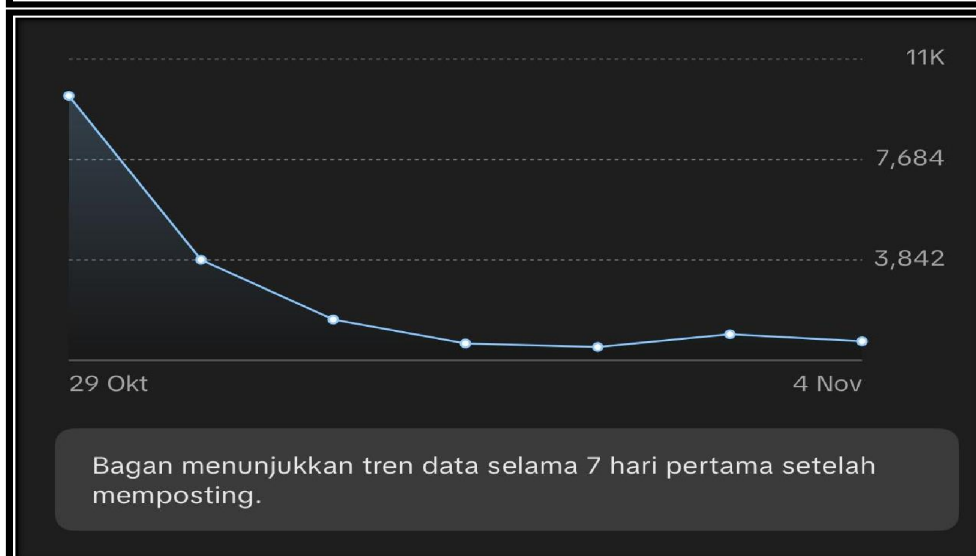
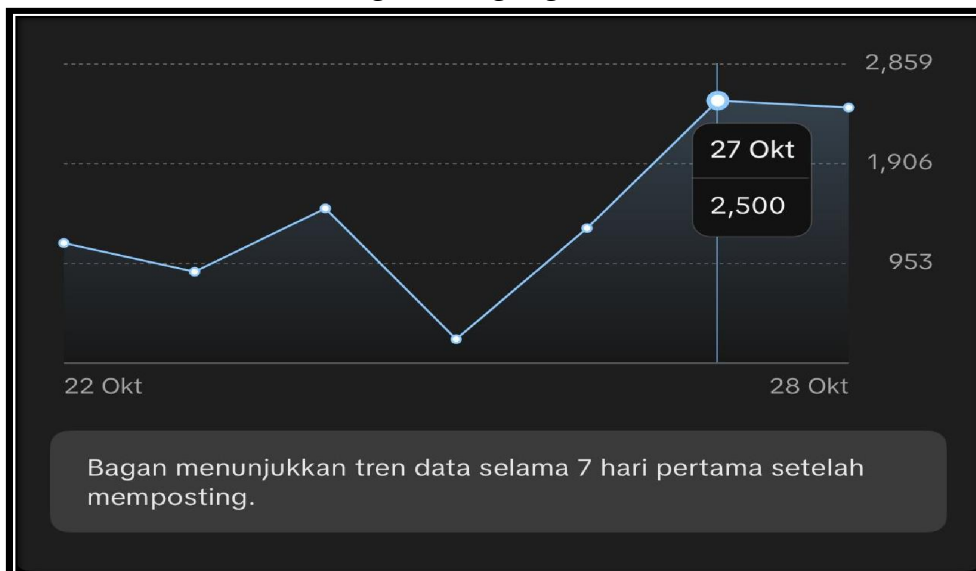
plis plis ojo viral engko tambah sue antrie 😭

Analisis Engagement Video





Diagram Engagement Post



The data above shows that there is an increase in engagement on each post, as indicated by the graphs showing viewers, likes, comments, and shares, which continue to increase, meaning that the content displayed will have a wider reach. The type of

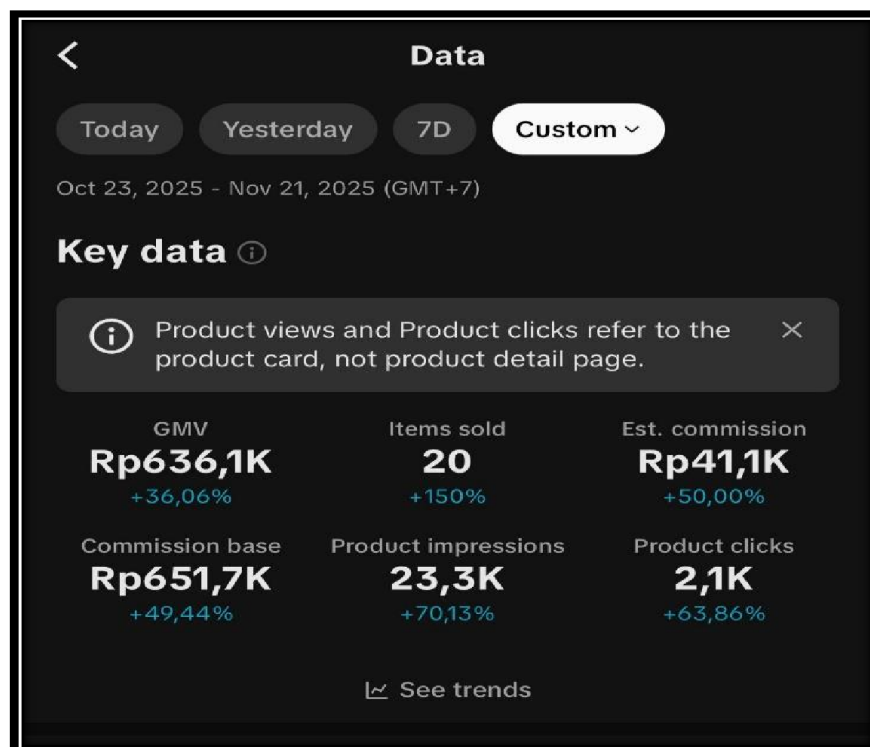
content chosen, the audio used, and the broadcast schedule will greatly affect the engagement of the video.

Fashion

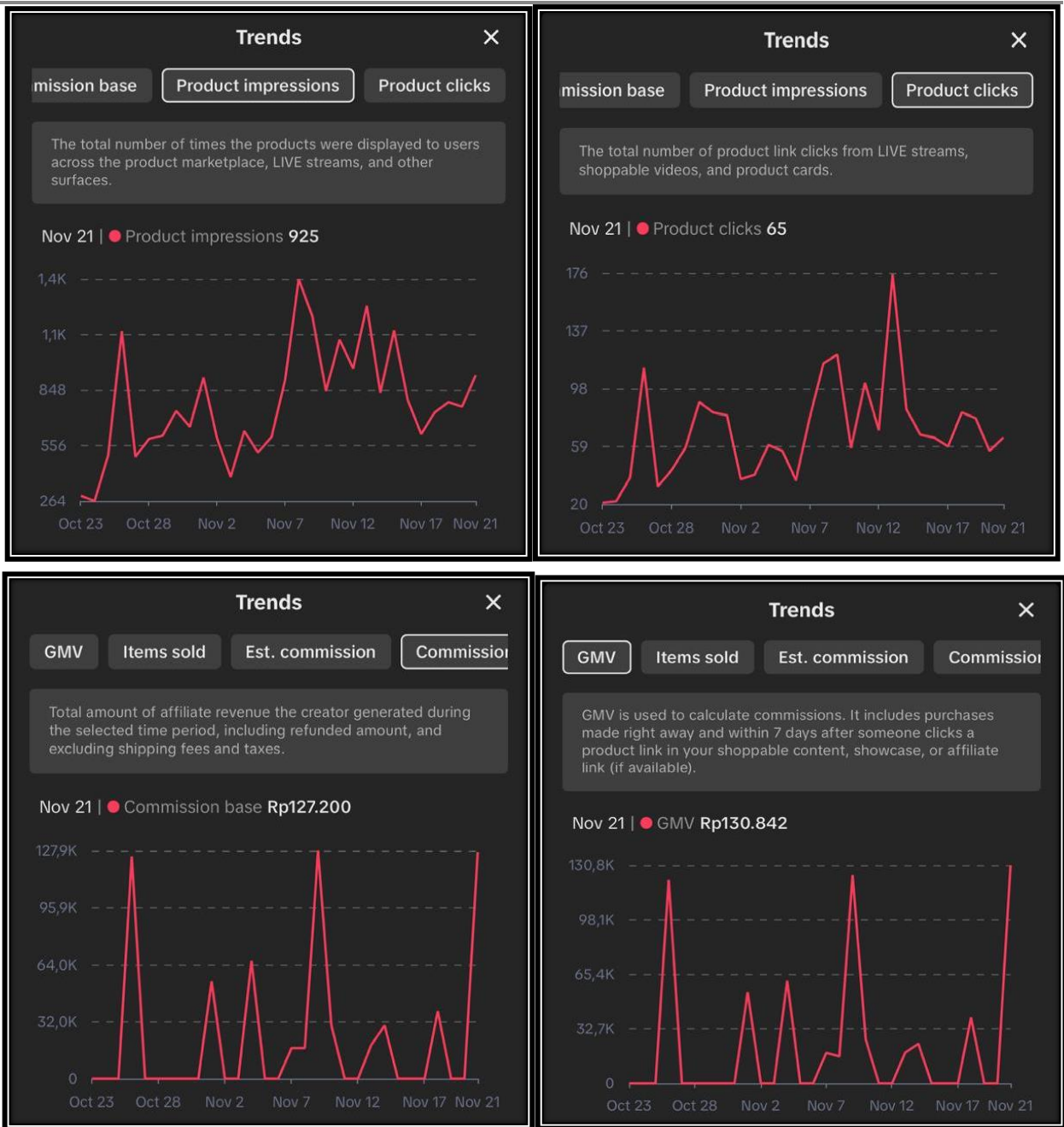
Follower account & Total Likes



Data Omset



GMV: IDR 636,000, Goods sold: 20, Estimated commission: IDR 41,100, Base commission: IDR 651,700, Product views: IDR 23,300, Products clicked: 2,100
Diagram Engagement Post



The total number of products displayed to users across all product marketplaces, live streams, and other platforms. The total number of clicks on product links from live shopping videos and product cards. The total affiliate revenue generated by Creators during the selected time period. This includes shipping costs and taxes. Gross Transaction Value (GMV) is used to calculate commissions. This includes purchases made directly and purchases made within 7 days after someone clicks on a product link in taggable content, showcases, or affiliate links (if available). The results obtained are ad-free, although views may not be too high yet, they can still generate sales. This can happen because content is posted regularly every day, taking into account the optimal posting times on the account, as well as clear, attractive videos with engaging sound.

CONCLUSION

Limited access to technology and low digital literacy are the root causes of problems that hinder the competitiveness of local products in the village of Plandi, where the lack of skills to produce interesting content for TikTok causes high-quality culinary and fashion products to lose out in terms of narrative and global reach. The “Jombang Digital Go-Global” program is presented as a relevant solution, not only to improve the capabilities of young people, but also to build a permanent digital bridge between local Jombang products and the world market, transforming young people from passive TikTok users into drivers of the creative economy, as well as utilizing the platform to package culinary and fashion traditions into viral content. Essentially, this program is a strategic investment to boost the sales of local entrepreneurs and create sustainable digital jobs for rural youth. To ensure the program's success, students need to continue post-training mentoring through regular consultations on TikTok algorithm optimization and digital marketing, documenting successful SMEs, enhancing educational content such as videos and templates, conducting intensive impact evaluations, and building networks with industry practitioners for professional mentoring and collaboration. Young people must be trained to approach hesitant business actors by gradually building trust, optimizing content consistency through local trends and storytelling, implementing affiliate marketing as a means of market expansion, forming digital communities to share ideas, and developing brand identities that highlight Plandi culture.

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