

## Literature Study on Tiktok Social Media as a Marketing Media Tool

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### Abstract

#### Article Info

Received : 09/12/22

Revised : 19/12/22

Accepted: 30/12/22

TikTok has become a new trend in Indonesia, becoming one of the most frequently used social media applications, with more than 100 million monthly active users. TikTok can provide producers and marketing practitioners opportunities as a marketing medium because of the large number of active users. Using literature analysis that focuses on the development of TikTok in the marketing process. So, some conclusions can be drawn. TikTok can build a community; this community has a role in helping influencers reach a wider audience. Through TikTok algorithms, trending hashtags can signal content that they like so that brands have the opportunity to be seen by the audience. Content on TikTok can be created relatively quickly and without a budget. TikTok experiences higher engagement rates from app followers than other social media platforms, as it is more affordable to generate impressions and clicks.

Keywords: TikTok, Social Media, Marketing Communication

### 1. Introduction

The TikTok application is an audio visual social media application, the TikTok application presents videos and music. The TikTok application was created to record and create creativity and precious moments from users around the world. The TikTok app has a great opportunity to enable its users to become creators and encourage the sharing of creative expression and content through short videos. According to Statista data, TikTok has been successfully downloaded more than 315 million times, and this makes it one of the leading applications on Google Play and the App Store worldwide. Meanwhile, on iOS devices, it has reached nearly 83 million monthly active users as of February 2021. If the data is combined between Android and iOS devices, there are more than 100 million active monthly users, and this data is predicted to continue to increase. Data in Indonesia itself is 22,[1].

This extraordinary popularity is one of the effects of the current internet technology trend with the shift from desktops to smartphones, and also changes in behavior during the corona virus pandemic. Mobile users spend more time with video and entertainment apps. Online video content has succeeded in capturing the hearts of consumers on social media. Even this phenomenon is considered as "digital crack cocaine"[2]. In Indonesia, TikTok has become a new trend, becoming one of the most frequently used social media applications. The content is diverse, and what attracts marketers is the educational content and the way it is delivered using the concept of story telling. This concept is known for its naturalness and can influence consumers. User creativity is able to create transactional opportunities, where users can offer services to promote a product.

Social media has become a powerful marketing communication tool and is rapidly changing the traditional marketing approach. Marketing communication using social media such as Facebook, Instagram has been evaluated as a long-term trend and defined as a series of technological innovations[3]. And now social media TikTok is also being paid attention to by marketing practitioners, because they see the number of users continuing to increase, are productive and have a large market. In a marketing context, social media is considered as a platform where people network

and share information and/or sentiment[4]. With their characteristic as "dynamic, interconnected, egalitarian, and interactive organisms"[5].

TikTok can provide opportunities for producers and marketing practitioners as marketing media because the number of active monthly users has touched more than 100 million. Apart from that, with an algorithm that is slightly different from social media, it turns out that TikTok account owners who don't have followers can also get millions of views on new video categories. This means that it can provide an opportunity for anyone who can watch the video. As long as the content appeals to the audience, engagement will follow so marketers can achieve significant buzz with carefully planned campaigns and compelling content[6].

In the case study of Jashari and Rustemi, the increase in internet usage shows how digital communication has become part of a lifestyle; 98.15% of respondents have internet access through their cell phones. Most importantly, the results of the question "Have you ever bought something that was unplanned due to social media exposure?" shows that the majority (59%) answered "Yes", while the other half (41%) answered "No". The results of this survey confirmed that the majority of respondents were influenced by fellow consumers through travel or searching on social networks,[7]. This model is known as "a consumer journey", this model is used to understand how customers make decisions when buying a product[8]. The model explains that buyers start with realizing goods or services, then consider options to buy them, make decisions: like buying a product, then the importance of a brand is to create retention and ultimately advocacy that generates loyalty to repeat the process in the future,[9]and it doesn't take the same time for every customer, but, it shows the company how to offer the product effectively, which in this study was done through social media because the positive results were confirmed in the research conducted by Jashari and Rustemi.

Social media has a sizeable impact on Indonesian society, especially those who do business using social media to reach those who are far from the location where businesses sell their products or services. Especially with the rise of social media like TikTok, it makes it easier for business actors to be able to offer their services and products to various regions. With TikTok as a marketing medium or digital marketing, of course it makes it easier for us as marketers in the field of housing developers to offer what we sell to various people throughout Indonesia, and of course it is useful for readers to know how important social media TikTok is. rise to the business done[10].

Based on this background description, this article will focus on reviewing how the development of social media TikTok can be used as a media marketing opportunity. The aim is to provide insight to business actors, practitioners and academics about the development of new media and the phenomena behind the development of these media. So that the research results can be used as a trigger for further research and alternative marketing media for business actors.

## 2. METHOD

This study uses descriptive qualitative which aims to obtain information about the existing conditions and provide useful benefits for further research[11]. This research method uses the literature study method, with observational data collection techniques in the form of literature studies and scientific article documents (journals) and the post-positivistic paradigm. As for the data collection process, the authors made direct observations of the research object. Then record, describe, analyze and interpret. The research objects are scientific journals from previous research, articles from several media, with a focus on the topic of discussion, namely the development of the TikTok application, social media, digital marketing and new media.

## 3. RESULTS AND DISCUSSION

In 2016, Chinese technology company Bytedance launched a version of Musical.ly known as Douyin to the Chinese market before introducing it overseas as TikTok in 2017. Understanding the potential of the video sharing and singing platform with the concept of lipsing. TikTok bills itself as "the destination for short-form mobile videos, our mission is to inspire creativity and bring joy." [12]. Users can create and upload videos that are up to 15 seconds long and can be combined with music, editing filters and effects, or lip-singing or dancing. TikTok is most popular among teenagers,

especially millennials and baby boomers around the world, who are generally early adopters of new social media platforms. They knew early on how to use and adapt the platform to their tastes and needs, and were able to amass thousands of followers over the last few years.

Social media is ushering in new opportunities for companies to reach their consumers. Even within a social media platform like TikTok, different forms of marketing exist. However, across all of these forms of marketing, one thing remains the same: the need for engagement. Even though marketing before social media focused more on the number of impressions, which means; how many people saw the ad. But now the need for involvement comes first. "...with social media, you want to "engage" your audience through promotions, contests, content, articles, videos, etc. Whatever it takes to get people to talk to you and with you and talk to other people"[13]. Marketing is now focused on two-way communication, and social media networks are the perfect platform for businesses to generate the kind of engagement needed to get consumers talking.[14].

Marketers are attracted to TikTok because it reflects major social media trends for the creative and collaborative skills of its users, especially young people. Its fast-paced nature keeps users engaged for relatively long periods of time, with users spending an average of 52 minutes per day on the app. Based on Global Web Index Statistics data, TikTok is available in 154 countries, from 2019 showing that TikTok penetration appears to be the highest in Asia, where more than a third of users aged 16-64 have accounts. There's not much to share around the world, with penetration between 12 percent (North America) and 10 percent (Latin America and Europe). Global brands have recognized the importance of TikTok as a key way to engage with young audiences, encourage user-generated content, and partner with relevant influencers. TikTok has seen paid campaigns and influencers on its app from Nike, Skittles, Fenty Beauty, Pepsi, Calvin Klein, Sony, and FIFA, to name a few. If you are a brand looking to connect with the creators of TikTok, use tracking tools to identify relevant influencers,[15].

At TikTok, it has the concept of user-generated content (UGC), where only a short video can generate a lot of information. So if they compete with more brands they are still considered relevant and more easily stored in the minds of consumers[16]. The concept of user-generated content (UGC) on TikTok is influencer-centric, with a focus on self-creators. Users can follow any content creator they find interesting. TikTok opens up new avenues for businesses to collaborate with influencers who reach a brand's target audience. In collaborations, an influencer usually creates content related to a business or that promotes certain products in exchange for compensation. If the influencer has a more modest following, companies can sometimes reach agreements with the influencer and compensate them with free products. However, experienced influencers will usually expect monetary compensation on top of the free product. Typically, the greater an influencer's following, the higher their rates for collaboration. To encourage users to become customers, businesses can provide their own promotional influencers with a discount code to offer their followers. Using this strategy, businesses can track which sales came from which influencers based on the code customers use to claim their discounts[17].

The advantage is that TikTok is able to build a community, where this community has a role to help influencers reach a wider audience. Through the community, giving them the opportunity to meet and engage with like-minded communities, from here they can exchange information and work together to support each other, so that they have a period that is ready to support and be the first to respond. Concepts like this for marketers, like a market that already has a lot of visitors. This app has fueled the rise of "content house" or "collaboration house". That way, brand owners can use it to promote their products and services through influencers to get the attention of platform users.

Especially during the current pandemic, because according to Yuswohady, the Covid-19 pandemic has changed the landscape of marketing communications so that the paradigm and strategy must be adapted to the current situation. There are three major shifts affecting the marketing communications landscape. First, at the macro level, there is a shift from a "high-touch economy" to a "low-touch economy" where human-intensive interactions are increasingly shifting to digital-intensive. Second, at the consumer level, there is a trend towards "go virtual" where shopping, work, study, and entertainment are now increasingly being done virtually. Third, at the community level, an

"empathic society" has been formed, where with the pandemic crisis, people care more and empathize with others[18].

This development of TikTok can offer a brilliant opportunity for marketers to reach a wider audience, especially young people around the world. Today many social media memes started on TikTok, and brands can increase their credibility by staying ahead of this cutting-edge trend. TikTok also doesn't require a big budget for video content creation, because spontaneously produced content has more chances to get a lot of attention, because it seems more natural, not overdone. TikTok also gives marketers a level playing field when it comes to reach and engagement. Unlike social media platforms like Instagram or YouTube, TikTok accounts with zero followers alone can get millions of views on their new videos, thanks to the viral nature of the algorithm.[19].

TikTok believes that its app engages audiences more than any other social media platform. Here are four so that campaigns carried out by marketers or brand owners can generate a lot of buzz on TikTok (Geysler, 2022): First. Start a branded channel. Create a page account and start experimenting with different types of content. The best you can do is create content spontaneously or naturally, then follow trendy hashtags, and engage with the latest memes. You can also add filters, effects, sounds, and editing tools built into the app.

Second, Utilizing the community (content creator or influencer). On TikTok a community that is formed with many content creators or influencers who join. Brand owners can take advantage of existing communities, because the majority of communities formed on TikTok are formed naturally, and they have a strong attachment to supporting each other so they can be successful together on TikTok. That way brands can leverage the skills and knowledge of these influencers to engage and collaborate on campaigns.

Third, use hashtags or hashtags. Marketers, influencers, and brand owners by following popular hashtags can make content performance more optimal and attractive. A good example is the cosmetic campaign *#eyeslipsface* E.l.f. it has received over 4 billion views and 5 million video posts and was named the best performing TikTok marketing campaign by AdWeek[20].

Fourth, Promote through TikTok Business Services. TikTok has a new advertising channel that is handled professionally and has the advantage of not being charged for generating impressions and clicks. Marketers can place in-feed ads, sponsored hashtag challenges, and banner ads on app homepages. Advertisers can target not only age, location and demographics, but also people viewing content similar to theirs.

#### 4. CONCLUSION

TikTok opens up new avenues for businesses to collaborate with influencers who reach a brand's target audience. Because it has several advantages, namely, TikTok is able to build a community, which this community has a role to help influencers reach a wider audience. TikTok, through its algorithm, trending hashtags and engaging with the latest memes, can provide users with liked and interesting content signals so that the brand has the opportunity to be seen by the audience. Content created on TikTok can be created relatively quickly and without a budget. TikTok experiences higher engagement rates from app followers than other social media platforms, as it is more affordable to generate impressions and clicks.

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