



USING TIKTOK SOCIAL MEDIA AS A MARKETING PROMOTION MEDIA IN ONLINE BUSINESS

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ABSTRACT

TikTok Marketing or TikTok Marketing is the activity of using the social media platform TikTok. There are many different strategies you can use to maximize your marketing, such as creating engaging and viral organic content, running TikTok ads, and more. TikTok as a viral media now has great potential as an advertising medium for each of our products. In fact, using TikTok is not just a means of entertainment but can also be used as a digital marketing strategy that is useful for increasing public awareness and even increasing your business income through creative content. By projecting films, pictures and songs, this tool facilitates the transmission of information and can explain stimuli to those who watch, imitate/broadcast them. The aim of this research is to determine the extent to which a company's digital marketing activities use the Tik Tok social network. The observation method used in the research here uses qualitative observation with descriptive strategies and questionnaire data collection techniques. This research analysis method is applied after the data is generated through a questionnaire and then analyzed together to produce temporary hypotheses and draw conclusions. The observations obtained show that he uses social networks to market his business on Instagram, so that gradually he is starting to become known and many of his customers are marketing their products through digital commerce, which means this can be seen very easily by social media users. on their products posted on their Instagram and enjoy. A TikTok account is an advertising tool to attract customers on social networks, so it will have an impact on increasing monthly income

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1. INTRODUCTION

Today's technological advances, including printing, the telephone, and the web, have reduced physical barriers to communication and allowed people to communicate freely with each other on a global scale. Technology is a necessity that many people cannot live without. The benefits of information technology are not limited to improving specific operational tasks but also bring additional benefits and costs to businesses and organizations. (Siaha Widodo, 2018). In 2020, the Tiktok application became the most popular social networking application in Indonesia. The Tiktok application was finally blocked by the Ministry of Transportation with indications that Tiktok was carrying out unhealthy discrimination against the younger generation. After almost 2 years of being blocked, Tiktok has become something new and loved by the public.

Taking advantage of things that are popular in Indonesia is related to the important role of the Millennial generation, because the Millennial generation is very active and intense with new technologies, including the popular application Tik Tok. Millennials in Indonesia are widely used and have become popular culture in Indonesia. Especially in the new normal period. Until the intensity of the internet increases. Many people express their creativity

on the Tiktok social network. Not only that, the role of marketing is also starting to spread to Tiktok. This is proven by the large number of advertisements appearing and online stores starting to market their products through Tiktok content. The use of digital content is not the minimum factor that makes a product marketable. People try the Tik Tok application to be more creative or provide information about something. Thanks to the illustrations of the films and songs displayed, this application makes it easier to convey information and can explain stimuli to those who watch, imitate or broadcast them. Many Indonesians have taken advantage of the Internet, which has created market share and promises leaders to promote their products or businesses using social networks, especially Tik Tok. Based on this foundation, researchers want to conduct research on the use of the TikTok social network as a means of marketing promotion in online business.

2. LITERATURE REVIEW

Social media marketing is a strategic marketing activity commonly used on social media sites like Facebook, Twitter, YouTube, Instagram, etc. Understanding Marketing according to Kotler and Keller (2007) "Marketing is a social process by which individuals and groups obtain what they need and want." Consumers will also find it easier to find information about the products they want to buy without having to do this. face to face directly. (Firmansyah, 2020, pp. 5-6).

Social media can be understood as online networks that use the Internet where users can interact directly, participate and share their content. According to (Kaplan, .M and Haenlein, 2010), social media is an Internet-based application service where consumers can share opinions, views, thoughts and experiences. Social networks are often used as a bridge of information and relationships between producers and consumers. Consumers can get product information on social networks and vice versa. Manufacturers can meet consumers' information needs through social networks. As stated by (Merril, T., Latham, K. Santalessa R&D., 2011), they argue that social networking is a potential tool for finding consumers or product users and creating a product brand image.

Social media is a communication system that has the following functions: (1). As a regulatory institution, (2). Listening and learning facilities, (3). Thinking and planning communication. Social media turns communication into an interactive dialogue that can convey information, opinions and ideas directly. Examples of social media include: Facebook, Instagram, YouTube, Blog, Twitter, Messenger, WhatsApp and many others. And since 2018, the Tik Tok application has been used as a means of advertising and conveying information that does not require high costs, does not require a lot of energy, and can be completed in a short time.

Tik Tok is one of the most popular platforms today. As social media, Tik Tok provides a way to share various content in terms of creativity, challenge videos, lip sync, songs, dancing, singing and so on. Due to its large number of users, Tik Tok offers the opportunity to become an advertising tool. Social media can be understood as an online network that uses the Internet where users can directly interact, participate and share their content. According to (Kaplan, .M and Haenlein, 2010), social media is an Internet-based application service where consumers can share opinions, views, thoughts and experiences.

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And since 2018, the Tik Tok application has been used as a means of advertising and conveying information that does not require high costs, does not require a lot of energy, and can be completed in a short time. Tik Tok is a very popular platform nowadays. As social media, Tik Tok provides a way to share various content in terms of creativity, challenge videos, lip sync, songs, dancing, singing and so on. Due to its large number of users, Tik Tok offers the opportunity to become an advertising tool. The Tiktok application is actually not a new application, in fact this application was the first application that was downloaded the most in 2019, up to 1 billion times and also achieved the highest popularity in six countries, including Indonesia, as stated by Mikhael in his research conducted in 2019 (Ruth, D . and Candraningrum, 2020).

However, the Tiktok application is temporarily locked because it is considered an application that contains negative content, especially for children. However, the blocking did not last long because in 2020, the TikTok application was free to use again and even became very popular again (Hasiholan, 2020)

According to Putra (2018) the TikTok application is a tool that provides unique and interesting special effects which makes it easy to use and concise because users can create short videos with good results to show to friends or other users. . This social short video app has a lot of music support for users to do dance, freestyle and much more. to encourage user creativity to become content creators (Susilowati., 2018).

This Tiktok application is an application that also allows you to watch short videos with various expressions from each creator. And users of this application can imitate other users' videos, such as making videos with contemporary music that are also made by other people. And videos are also produced by economic actors to promote their products so that they are better known to the public. (Hasiholan, 2020)

Currently the Tiktok application mainly aims for entertainment by creating videos as desired, combining videos/photos with songs of your choice. However, apart from being used for entertainment purposes, the Tiktok application can also be used or used for professional purposes. Economic actors can benefit from the popularity of the Tiktok application which functions as an advertising medium so that the products they sell can be known by many people. With the emergence of new business competitors who sell similar products which can reduce the popularity of the product and with applications that are now very popular with the public, efforts need to be made so that the product can be widely known by the public. is conducting research and developing advertising communication models. Because Tiktok is currently very popular with the public, researchers are interested in creating promotional materials based on Tiktok tools. Through this research, researchers hope that people will know more about and be interested in buying products provided by shop owners.

Digital Business Marketing

In digital business marketing, the use of technology plays a very important role for entrepreneurs in marketing their products or services in the global chemical era. The rapid changes in technology and changes in world mindset are developing so fast that an entrepreneur must take advantage of changes in various segments. Digital business marketing is a digital tool that can be used to market products offline and online. Digital business marketing was first created in the 1990s, but was used several times in the 1980s. Digital business marketing became very popular in the 2000s because of the flexibility of its activities (regardless of time and place) in business management. (Chava & Asmita, 2018:16).

Benefits of Digital Business Marketing The following are the benefits of marketing activities using digital marketing:

- a. Transparent product and service information
- b. Easy product updates so customers can immediately make the next update.
- c. Competitor Comparison makes it easy to compare their products or services with other products or services.
- d. Cheaper

Promotion

Promotion is a way of communication with the aim of expanding information, inviting and influencing customers, and can also increase market demand for companies to attract public interest so that they also buy consumers in order to survive. interested in the product or service offered (Tjiptono, 2011)

Currently, the most influential promotions are programs carried out through social networks. Advertising via social networks has a positive and significant influence on consumer purchasing decisions. This is supported by today's increasingly advanced technological developments, so that promotions are no longer about expensive goods that require a lot of money (Pamungkas, 2016)

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3. RESEARCH METHODOLOGY

The research objective of this research is the use of the Tik Tok social network as a means of advertising by Tiktok users. The research method used by the author is a qualitative method. Data was obtained from observations and questionnaires distributed to a number of people who have TikTok accounts.

4. FINDING AND DISCUSSION

Social networks are currently one of the effective social media for carrying out promotional activities and one of the social networks that is currently trending is Tik Tok. Tik Tok has advantages in advertising activities such as providing information at cheap and affordable prices, releasing energy and appearing in a relatively short time. Advertising activities through social networks include commercial advertising, direct marketing, personal marketing and public relations (Rangkuti, F, 2009)

TikTok's popularity is getting out of control nowadays. This Bytedance app is a tool that was widely released around the world throughout 2021. Analytics company AppTopia published a list of 10 apps and games that were downloaded again in 2021. You're welcome. Surprisingly, this list is full of popular apps. applications such as Tiktok, Instagram, Facebook, Whatsapp and others. AppTopia's data is tailored to examine device stores like the Google Play Store and Apple App Store to determine which regions are growing fastest and which devices have the highest number of downloads.

TikTok is in first place with 656 million downloads, followed by Instagram with 545 million downloads. WhatsApp and Facebook occupy the third and fourth positions with 416 million downloads and 395 million downloads respectively. (Virgina Putri, 2022)

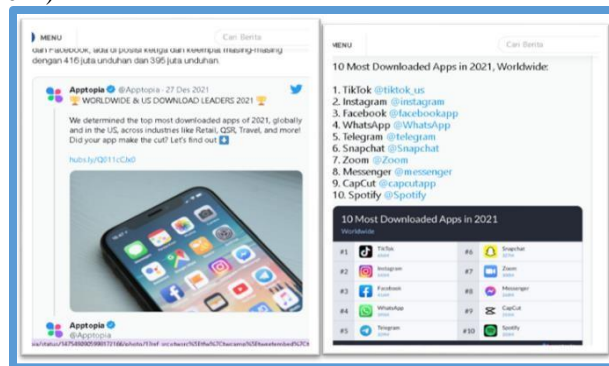


Figure 1 Data with the highest number of downloads worldwide as of December 2021

Source: <https://inet.detik.com>

From the 138 respondents that the author got, they are described as follows:

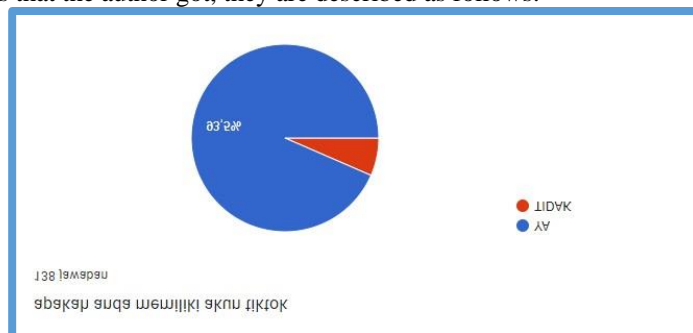


Figure 2 Diagram showing the number of respondents as many as 138 people who have TikTok accounts

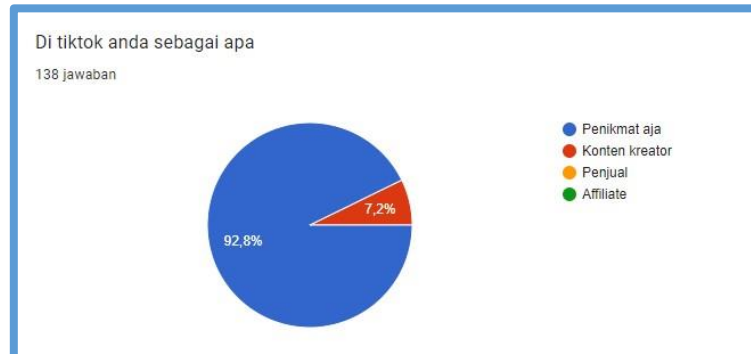


Figure 3 shows a diagram which explains that the majority of them are only TikTok fans. In the sense that we can make them our target market.



Figure 4. shows a diagram of them as a content creator on TikTok. In order for sales to occur, they must be able to create content that can trigger TikTok fans to shop.



Figure 5 shows a diagram which shows that they as content creators have or often create content reviewing products either by unboxing or ASMR.



Figure 6 shows that there is an indication that the account they created is an original account and there is no indication that the account is spam, which results in their viewership being relatively more stable when compared to accounts created based on spamming activities.



Figure 7 shows that their sales are relatively stable with the number of followers they have. And of course they apply several methods such as giving discount coupons for every purchase entered into their account.

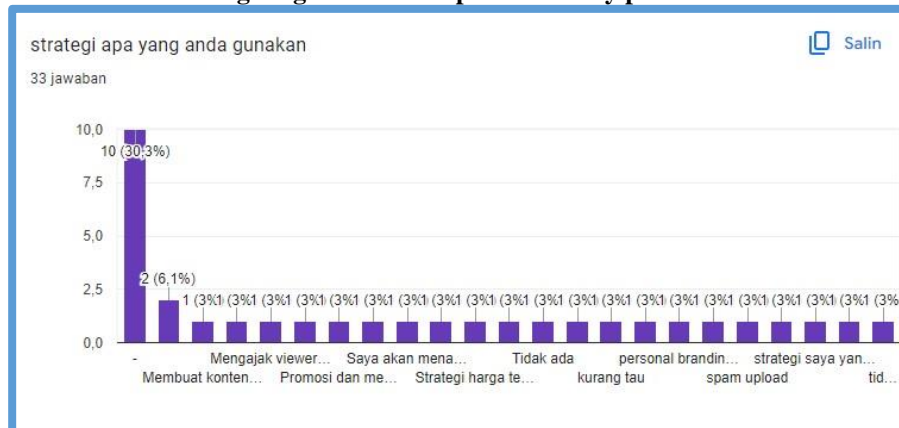


Figure 8 Shows a diagram of what strategies they use in their sales.

5. CONCLUSIONS

A better online business strategy is to build accounts organically. Ultimately, if our account grows organically, of course it will also increase engagement, which will ultimately make it easier and faster for us to monetize. Monetization is the dream of all creators in appreciating themselves in content. Based on the results of the research and discussion presented in the previous chapter, it can be concluded that:

1. Utilize social media to market your business on Instagram until it gradually becomes known and has lots of customers.



2. Marketing their products using Digital Business, so that social media users can easily refer to products posted on Instagram
3. Using your tiktok account to support advertising to attract customers on social networks, so this will have an impact on increasing monthly income.

6. SUGGESTION

Based on the conclusions presented in the explanation above, input that can be given is as follows: To continue to maintain and even improve its good and effective marketing business strategy, and in the future to be even more active by publishing promotional material via social networks including Instagram in the form of product information displays and Tik Tok accounts.

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