

Use Of Tiktok In Digital Business Marketing As A Promotional Media

Sundari¹, Ghaefira Nur Fatimah^{2*}

^{1,2}Universitas Muhammadiyah Bengkulu, Indonesia

*corresponding author: ghaefira30@gmail.com

Received November 11, 2024; Received in revised form December 19, 2024; Accepted December 20, 2024

Abstract. Every day we see children using today's information technology, known as social networking or media, due to its rapid development. There are even terms that refer to this technology, especially in our country. This technology is available in the form of software such as Facebook, Twitter, WhatsApp, TikTok, the Internet, and telephone, as well as hardware such as laptops and telephones. Now, Tik Tok users are getting creative and telling others about what they're up to. Through showing films, pictures, and songs, these devices facilitate information, can be transmitted, and explain stimulation for those who see, imitate, or disseminate it. If companies use social networks, especially TikTok, to promote their products, Indonesians, especially the Bengkulu community, have a promising market share. This study aims to learn how rnf.creation uses the Tik Tok social network to market its digital products. This research uses the observation method; Qualitative observation, using a descriptive approach, was used, and the file collection method was through question and answer and file storage. After the data is collected through question and answer, the file analysis method is used. In addition, the All relationships were analyzed to obtain initial presumptions and reach conclusions. The results show that rnf.creation has utilized social media to market its business on Instagram, which has gradually become better known and has many followers. Apart from that, they have used Digital Business to market their products, which allows social media users to see products posted on their Instagram accounts as well as using TikTok accounts as promotional media to attract customers on social media.

Keywords: social media, marketing, digital business, tik tok application.



This is an open access article under the [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)

INTRODUCTION

People can now communicate freely all over the world thanks to technological advances such as print media, telephones, and the internet. It is impossible for many people to avoid technology. According to Widodo (2018), information technology improves certain business operations in addition to generating additional profits and costs. Currently, information technology, or social media, is developing rapidly. Every day we see people using it, from adults to children, and there are even terms that refer to the use of this

technology, especially in our own country. This technology can come in the form of software such as Facebook, Twitter, WhatsApp, TikTok, Internet, and so on, as well as hardware such as laptops and phones. Applications like Tiktok were finally blocked by the Ministry of Communication in 2020 because they had a negative stigma towards teenagers. TikTok became popular after being blocked for almost two years.

Because the millennial generation is very active and intense with new technology, such as the Tik Tok application, which is very popular in Indonesia, exploiting popular things is related to their big role. especially in the new normal period. until the intensity of the internet increases. TikTok is used by many people to showcase their talents. Apart from that, the role of marketing is also starting to emerge, as shown by the many advertisements appearing and online stores starting to market their products through TikTok content. Using digital content is one way products can sell on the market. The Tik Tok application aims to make people more creative or inform people about something through showing films, pictures and songs, as well as providing explanations about stimulation for those who see, imitate or spread it. Many Indonesians, especially Bengkulu people, have used the internet to create market share, and companies can use social media, especially Tik Tok, to promote their goods or services.

Social media is an internet network that allows people to interact directly, participate and share content. It is an internet-based application that allows people to share opinions, experiences, thoughts, and perspectives (Kaplan & Haenlein, 2010). Social media often functions as a means of communication between producers and consumers. Producers can use social media to get information about products from consumers, and vice versa, consumers can get information from producers. Social media is a tool that can be used to identify consumers and product users and create a brand image for the product, according to Merrill (2011). Social media has three functions as a communication system: administration; listening to and studying media; and media thinking and planning.

Social media has changed communication into interactive interactions where people can directly exchange information, opinions and ideas. Examples of social media include Facebook, Instagram, YouTube, Blog, Twitter, Messenger, WhatsApp, and many more. Tik Tok is the most popular social media platform today and has been used as a promotional medium since 2018. This application offers various ways to share content, such as creativity, video challenges, lipsync, songs, dance, singing, and more, because many people use it.

TikTok isn't actually a new app; in 2019, it was the app with the highest number of downloads at 1 billion. In addition, according to Mikhael's research in 2019, it won the highest popularity in six countries, one of which was Indonesia (Ruth & Candraningrum, 2020). On the other hand, Tiktok has been temporarily blocked because it is considered to contain negative content, especially related to children. However, the blocking did not last long because the free Tiktok application returned to use in 2020 and even became very popular (Hasiholan, 2020).

According to Putra (2018), short videos that are easy to make on the social networking application TikTok provide a unique and interesting influence. Additionally, the abundant music support in the app allows users to perform their performances with dance, freestyle, and more to enhance creativity. Apart from that, users who use the Tiktok application can imitate other users' videos and view short videos with various expressions from each creator. Additionally, they can create videos that combine contemporary music created by individuals and videos created by businesses to promote their products, making them better known to the public (Hasiholan, 2020).

TikTok is mostly used for entertainment, allowing people to create videos of their own accord and combine photos and videos with songs of their own choosing. TikTok is an application that can be used for business and fun. The TikTok application is very popular, so business people can use it as a promotional medium to tell people more about the goods they sell. The popularity of a product and its applications may decline as new commercial competitors emerge selling similar goods. The study of developing media promotion models is one way to make products known to the general public. The researchers wanted to create promotional media based on Tiktok, which is very popular with today's society. With this research, they hope people will be more familiar with the devices and more interested in buying items sold by their owners.

As technology changes and the world's mindset changes so rapidly, entrepreneurs have to adapt to changes in various segments. Therefore, they must use technology to market their products or services in the era of globalization. Digital commercial marketing is a term that was first used in the 1990s, but was previously used in the 1980s. It is a digital tool that can be used to market products both online and offline. This is because in business management, it is flexible (Chava & Asmita, 2018). According to Hidayah (2018), a marketing tool that is really liked by many people today is digital commercial marketing. The advantages of digital commercial marketing include: Transparent information about products and services; ease of updating products so customers can get live updates; comparative analysis with competitors, which makes it easy to compare your own products or services with those of competitors; and cheaper promotions.

Promotion is a communication method used to disseminate information, invite and influence customers. Promotion can also increase market demand for a business by attracting customers to continue to be interested in the goods or services offered (Tjiptono, 2011). Today, promotions carried out through social networks are the most effective. This has a positive impact on consumer purchasing decisions. This is supported by current technological advances, which reduce the need to promote expensive goods (Pamungkas, 2016). Based on this background, researchers want to conduct research related to the use of TikTok in digital business marketing as a promotional medium.

METHOD

The use of the Tik Tok social network as a promotional medium is the focus of this research. The constructivist paradigm is used to study promotional activities carried out by the Rnf.Creation account, @rnf.creation, which has 758 followers. The constructivist paradigm encourages researchers to understand and reconstruct qualitative research methods to gain a better understanding of populations or individuals. Data is collected directly from the @rnf.creation account owner through observations and questions.

RESULT AND DISSCUSSION

TikTok has revolutionized the way businesses approach publicity and marketing. The platform's short-form video format allows for the rapid dissemination of promotional content, catering to the fast-paced digital age. Its unique algorithm ensures that even small businesses have the potential to reach a large audience without the need for a substantial advertising budget. For example, @rnf.creation, with its modest following of 758 followers, has successfully used TikTok to market Muslim fashion and hijab products. This demonstrates how the platform levels the playing field, allowing smaller enterprises to compete with larger brands by leveraging creativity and targeted content.

Data from AppTopia highlights the growing significance of TikTok in the app market. With 656 million downloads in 2021, TikTok outperformed other popular applications like Instagram and Facebook. This massive download figure underscores TikTok's widespread adoption and its appeal across various demographics. The analytics further emphasize the app's role as a critical tool for businesses aiming to tap into global markets. By understanding the platform's reach and consumer behavior patterns, companies can tailor their marketing strategies to target regions and age groups with the highest potential for engagement.

The success of TikTok campaigns often hinges on the content's relevance and emotional appeal. For instance, @rnf.creation integrates popular trends and appealing visuals to attract younger audiences. Tutorials on using products, such as brooches and hijabs, add value to their content, making it both informative and practical. This approach fosters a stronger connection with the audience, as they feel educated and empowered through the videos. The combination of informative descriptions and motivational themes also enhances user engagement, as viewers are drawn to content that resonates with their personal interests and aspirations.

One of TikTok's standout features is its capacity for direct marketing. Users can easily interact with brands through comments, direct messages, or by visiting profiles linked in the videos. This immediate feedback loop helps businesses like @rnf.creation to adapt their strategies and respond to consumer needs in real-time. Additionally, the platform's live-streaming feature enables sellers to showcase products, answer questions, and build trust with potential buyers, further solidifying TikTok's role as a dynamic tool for direct marketing and consumer engagement.

The case of @rnf.creation illustrates how TikTok empowers young entrepreneurs to achieve significant milestones in marketing. The platform encourages creativity and innovation, allowing users to develop unique branding and storytelling techniques. For millennial entrepreneurs, TikTok provides an affordable and accessible avenue to showcase their products, engage with a diverse audience, and establish a strong online presence. This paradigm shift highlights the broader implications of social media in fostering entrepreneurship, where the focus is no longer on the size of the budget but on the quality and relatability of the content.

CONCLUSION

Based on the results of the research and discussion presented in the previous chapter, it can be concluded that: @rnf.reation uses social media to market his business on Instagram, which gradually makes him better known and has many followers. @rnf.creation uses digital platforms to market its goods, allowing social media users to view its goods posted on its Instagram. @rnf.creation uses a tiktok account as a promotional medium to attract customers on social media and increase monthly income.

It is recommended that @rnf.creation continue to maintain and even improve good and effective business marketing strategies and be more active in posting brochures on social media, such as Instagram, by using the @rnf.creation tik tok account to display product information from @rnf.creation. It is hoped that in the future, @rnf.creation will cooperate more with tiktok users or "creators" to promote its products and attract consumers to buy.

REFERENCE

- Al-Deen, H. S. N., & Hendricks, J. A. (2011). *Social media: Usage and impact*. Lexington Books.
- Hasiholan. (2020). Utilization of TikTok social media as a campaign media for the hand washing movement in Indonesia to prevent COVID-19. *Communiverse: Journal of Communication Sciences*.
- Hidayah, N. (2018). Analysis of digital marketing strategy in helping sales of Living Space and Efo Store. Faculty of Psychology and Social and Cultural Sciences, Indonesian Islamic University, Yogyakarta.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Pearson Education.
- Merriam-Webster. (2021). Definition of social media. Retrieved from <https://www.merriam-webster.com/dictionary/social%20media>
- Merrill, T., Latham, K., Santalesa, R. N., & Kay, D. (2011). Social media: The business benefits may be enormous, but can the risks—reputation, legal, operational—be mitigated? *Information Law Group*.
- Mohammadi, M., Malekian, K., Nosrati, M., & Karimi, R. (2013). Social media marketing: A new paradigm in the digital era. *International Journal of Management, Accounting and Economics*, 1(2), 128–141.
- Pamungkas, Z. (2016). The influence of promotion on social media and purchase word-of-mouth on decisions. *Journal of Communication*, 10(2), 145–160. <https://doi.org/10.21107/ilkom.v10i2.25>

- Putri. (2022). This is the most popular application in 2021, downloaded 656 million times! *Detikinet*. <https://inet.detik.com/mobile-apps/d5880165/ini-app-terpopuler-tahun2021-diunduh-656-juta-kali>
- Rangkuti, F. (2009). *Creative promotion strategy and integrated marketing communication case analysis*. PT Gramedia Pustaka Utama.
- Ruth. (2020). The influence of motives for using the new media TikTok on the personal branding of the millennial generation on Instagram. *Connections*, 4(2), 207. <https://doi.org/10.24912/kn.v4i2.8093>
- Safko, L., & Brake, D. K. (2009). *The social media bible: Tactics, tools, and strategies for business success*. Wiley.
- Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life Science Journal*, 9(4), 4444–4451.
- Siaha Widodo, A. (2018). The role of the internet in increasing the number of freelancers in Indonesia. *NYIMAK: Journal of Communication*, 3(2), 97–202. <http://jurnal.umt.ac.id/index.php/nyimak>
- Statista. (2021). Leading social networks worldwide as of January 2021, ranked by number of active users. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users>
- Susilowati. (2018). Utilization of the TikTok application as personal branding on Instagram (Qualitative descriptive study of the @bowo_allpennliebe account). *Journal of Communication*, 9(2), 176–185.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage Publications.
- Weinberg, T. (2009). *The new community rules: Marketing on the social web*. O'Reilly Media.
- Zarella, D. (2010). *The social media marketing book*. O'Reilly Media.