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## ANALYSIS OF TIKTOK PLATFORM UTILIZATION IN BUSINESS MARKETING

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**Abstract:** *An analysis of the use of the TikTok platform in business marketing strategies shows that TikTok is a popular digital marketing platform among the public. The platform offers a wide array of interesting features and an extensive database. TikTok is also a potential place to gain profits in commerce thanks to its rising popularity. The use of TikTok can significantly change human behaviour by collecting and recording various moments to provide a comprehensive picture of an event. TikTok has evolved from an entertainment platform to a strategic tool in business planning, including through effective communication strategies to change human behaviour in a big way. With its rich features and database, TikTok has great potential as an effective business marketing platform in commerce.*

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## INTRODUCTION

Today's ever-evolving technological advancements have resulted in significant changes in people's lives. In particular, social media can have a positive impact if utilized as a support for daily life. Social media is very popularly used by generation Z and millennials today, but it does not exclude adults who are also actively using social media. This is due to the even distribution of technology and its widespread use in various age groups. TikTok is one of the most popular social media platforms today, widely used by the public. Originally known as an entertainment platform, TikTok has evolved to become more than just entertainment, but also a significant sales platform. TikTok Shop is a part of the TikTok app used as a marketing tool that is widely utilized by businesses. The influence of TikTok Shop encourages businesses to develop various creative strategies and ideas to attract their potential buyers.

In this industrial era 4.0, with the rapid advancement of technology, product promotion and sales are not only limited to platforms such as Shopee, Tokopedia, Lazada, and other marketplaces. Promotion strategies can now be done by utilizing social media. Social media is an effective tool for businesses to promote products with a wide reach (Saragih & Andriansyah, 2023). In the business world, social media is an effective marketing tool because it allows more specific market targeting. One of the social media platforms that is currently popularly used by businesses as a promotional platform is TikTok.

Initially, TikTok was only used as a means of entertainment for people experiencing independent isolation during the COVID-19 pandemic (Dewa & Safitri, 2021). According to (Saragih & Andriansyah, 2023), the Ministry of Communication and Information had temporarily blocked the TikTok application due to many negative reports from the public. However, after two years, TikTok has become a new trend and culture among Indonesians. TikTok is a social media platform that features a different content format and style from other social media. Indonesia is the country with the second largest number of TikTok users after the United States. In January 2023, there were more than 109.90 million downloads of the TikTok app in Indonesia (Saragih & Andriansyah, 2023).

The development of the TikTok application during the global pandemic in 2020 is the basis of research for researchers to understand promotional strategies on the TikTok platform that affect purchasing decisions or consumer visits to places of business (Saragih & Andriansyah, 2023), marketing is a function within the organization and a process for creating, communicating, and delivering value to customers with the aim of managing profitable relationships for the organization and the parties involved with the organization.

Promotion is one of the crucial elements in achieving marketing objectives. Promotion is the process of conveying useful information about a company or product to potential buyers to influence them. Promotion consists of five components. The first component is advertising, which is the presentation and promotion through the media of ideas, goods, or services with sponsorship and non-personal support. The second component is sales promotion, which involves marketing activities such as face-to-face sales, advertising, and publicity to encourage increased consumer purchases, for example through exhibitions or shows. The third component is public relations, which is communication carried out by an organization to influence a positive image of the organization's products, policies, or attitudes.

The fourth component is personal selling, where businesses make direct presentations to potential buyers to generate sales. The final component is direct marketing, which involves collecting direct responses from specific customers or prospects through communication tools such as telephone or email.

## **METHOD**

This research uses qualitative methods and literature studies. Qualitative research is considered a naturalistic approach because it is conducted in a natural environment. Library study is a data collection technique that involves analyzing various sources such as books, literature, notes, reports, and data related to the problem being discussed. By

applying library studies, information and data can be obtained from a variety of materials in the library, including documents, books, magazines, history, and others.

## **RESULTS AND DISCUSSION**

### **Effectiveness of Using Social Media (TikTok)**

Changes in people's communication and information-seeking habits have occurred due to the influence of social media. Social media has changed the way consumers interact and share information about brands, allowing them to discuss, express opinions and share experiences related to certain brands. With the presence of TikTok social media being one of the most popular digital marketing platforms today, online shop businesses should pay attention to the use of influencers on TikTok as a means to promote their products. This is because TikTok has great potential in reaching a wide market. Influencers can provide interesting information to attract consumers so that they are interested in buying the product. Consumers can also easily get the product information they are looking for through TikTok as a marketing channel (Fitri & Dwiyanti, 2021).

The purchase decision-making process is the stage where individuals choose a product or service from a number of available options. This process begins with identifying problems, evaluating, and selecting products that suit needs. Companies need to be able to generate customer interest in their products or services. With TikTok's immense popularity, businesses can easily attract customers' attention through promotions on TikTok. Especially nowadays, where people tend to favor creative and on-trend promotions to explain their products or services. The TikTok app allows creative individuals to create videos that match current trends. Sukmawati and Huda (2022) define content as anything uploaded to a site, including words, images, tools, or other elements. Content can be text, audio, or visual. Micro, small, and medium enterprises (MSMEs) and businesses use TikTok content to promote their businesses.

For TikTok content to appear in search results and other users' FYP (For You Page), it is important to use the right hashtags. The use of hashtags is another way for videos to be found on search and FYP pages. Videos will be more easily found by using relevant hashtags. SEO (Search Engine Optimization) is a term used in digital marketing strategies to improve the ranking of a website, product or brand on search engines. With a variety of social media available, such as the increasingly popular TikTok application, many people are using it positively for promotional purposes. TikTok has a wide reach so that MSMEs and businesses can utilize it to promote without large costs. Features such as text editing to add information about products, filters that can improve content quality, and the use of hashtags to increase content reach, make TikTok one of the popular platforms among users.

The use of the TikTok application is very helpful for MSME players and business people in promotional activities, which is one of the effective means to market products without the need to spend a lot of energy and high costs. With the various features in the TikTok application, products can be presented in an attractive, beautiful, and creative way to attract buyers. The use of the TikTok application for product promotion can help expand

market share and increase consumer demand for the promoted products (Afiah, Hasan, Ratnah S, & Arisah, 2022).

### **Marketing Strategy Through social Media (TikTok)**

Marketing strategy is an effort to market products, both goods and services, using specific plans and strategies to increase sales. Companies can implement various marketing strategies, one of which is through promotion. Promotion is part of a marketing strategy designed to introduce products, brands or services to potential customers with the aim of increasing sales (Mumtaz & Saino, 2021). Social media is an effective tool for promotion, including through the TikTok app. From a market perspective, TikTok centers on creating short videos that are able to capture users' attention due to their short duration. Users can quickly assess the content of interest and switch to another video if they are not interested (Endarwati & Ekawarti, 2021).

Many entrepreneurs now utilize influencer accounts to promote their businesses. An influencer account is an account that has many followers. One of the popular influencer accounts is @tasyafarasya. Tasya Farasya promotes by interacting to form a public opinion that benefits both parties through videos and providing testimonials. The way of delivering information that Tasya provides makes her followers believe because before uploading a Make Up and Skincare content, Tasya must first try whether the product is good or not, which is a characteristic that makes the account have a unique identity (Saragih & Andriansyah, 2023).

### **Pros Social Media (TikTok)**

1. Young Audience. For brands aimed at young audiences, TikTok is an ideal platform as the majority of its users are under the age of 30, often referred to as Generation Z. With millions of content uploaded using hashtag challenges on TikTok, users become effective brand ambassadors to increase brand awareness. 2. Creative Features. Short videos on TikTok are popular for their creativity and user engagement. This feature allows brands and creators to share content that is not only authentic, but also engaging. Even with limited resources, content on TikTok can grab attention. 3. User Generated Content. While the use of paid advertising (USG) is not new in digital marketing, TikTok provides an opportunity for brands to be advertised by millions of users and seen by millions of people connected to them. By using hashtag challenges, you can engage your audience and create a viral or chain effect that benefits your brand (Djawa & Rahman, 2023).

### **The Role of Tiktok Social Media in Increasing Sales Turnover Value**

TikTok plays an important role in increasing sales revenue for merchants. This social media platform provides various features and potential that merchants can utilize to achieve their marketing goals (Japlani, 2020). First, TikTok gives merchants access to a wide audience. With over 1 billion monthly active users worldwide, TikTok provides opportunities for merchants to reach a diverse audience. This can help expand their market and reach new customers. Secondly, TikTok allows merchants to create creative and engaging video content. Through features such as music, filters and visual effects, merchants can create content that grabs users' attention. This content can help strengthen brand image and build emotional connections with potential customers. Third, TikTok's

algorithm plays an important role in increasing sales revenue. The platform's algorithm learns user preferences based on their interactions on the platform.

If content posted by merchants is deemed interesting and relevant, TikTok's algorithm will increase the reach of that content and display it on the homepage of potentially interested users. In this way, merchants have the opportunity to gain greater exposure and reach potential customers. In addition, TikTok provides opportunities for cooperation with influencers. Many TikTok users have a large number of followers and can influence their audience. Merchants can cooperate with influencers relevant to their products or industry to promote their goods or services (Farih et al., 2019). This kind of cooperation can have positive results in increasing sales and turnover. Finally, TikTok also allows merchants to link their content directly to their website or online store.

Features such as "link in bio" or "link in video" on TikTok can lead users directly to a merchant's sales channel. This allows merchants to increase conversions and sales. In addition, user reviews and testimonials also play an important role in increasing sales turnover value. TikTok can present reviews and testimonials about products or services. Positive reviews and testimonials from customers can build trust and credibility among other TikTok users, as well as motivate them to purchase products or services offered by merchants (Erlina & Ariwibowo, 2023).

### **Live Shopping as a Means to Achieve Sale Objectives**

Live shopping is becoming increasingly popular as a way for many merchants to achieve sales goals. The concept of live shopping involves a live sales event through a digital platform, where merchants can interact directly with potential customers, showcase products, provide detailed explanations, and answer questions in real-time. Live shopping creates an immersive interactive experience for potential customers. In a live shopping event, merchants can speak directly to the audience, explain product benefits, give demos, and interact directly with the audience. This builds a strong emotional connection between the customer and the brand, as they can communicate directly with the merchant. By seeing and listening to the merchant directly, potential customers can have a better understanding of the product and feel more confident to make a purchase.

## **CONCLUSION**

The results of the analysis of the use of the TikTok platform in business marketing show that TikTok has great potential as an effective marketing tool for various types of businesses. The platform provides creative and interactive features that can attract audiences, especially the younger generation. With the right approach, businesses can utilize TikTok to build their brand, increase awareness, and even boost sales of their products or services. However, relevant, consistent and engaging content is essential to achieve success in marketing on TikTok. Therefore, while TikTok offers exciting opportunities, a well-planned and measured marketing strategy remains the key to effectively utilizing this platform to achieve business success. Broadly speaking, the conclusions from the analysis of TikTok's use in business marketing can be summarized as follows:

- a. TikTok is a popular digital marketing platform used by the public, with a wide range of attractive features and an extensive database, and the potential to generate profits from TikTok in the context of commerce due to its current popularity.
- b. TikTok influences human behavior on a large scale, by interpreting data through observing and recording different aspects of an event to provide a comprehensive picture of the actual situation.
- c. TikTok has an increasingly sophisticated promotion system with attractive advertising models, able to attract customer attention.
- d. TikTok has evolved from just an entertainment platform to a business planning tool, with communication strategy as one of the methods to change human behavior on a large scale.
- e. TikTok has potential as a business marketing platform thanks to its attractive features and extensive database, as well as the ability to capitalize on its popularity in commerce.

In this context, TikTok can facilitate brands or businesses to connect with a wider community, be easily accessible to users through TikTok, and build a healthy social media environment by encouraging creativity in shared content and engaging users in marketing campaigns.

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