



Analysis of the Strategy for Using the TikTok Application as a Promotional Media in Increasing Consumers' Purchase Intention (Beauty and Care Products)

Riki Riki¹, Amron Amron², Yohan Wismantoro³

^{1,2,3} Universitas Dian Nuswantoro 50131, Jawa Tengah, Indonesia

¹p42202300017@mhs.dinus.ac.id, ²amron@dsn.dinus.ac.id,

³yohan.wismantoro@dsn.dinus.ac.id

Abstract. TikTok application is growing very rapidly, making people think that this application is very useful for entertainment and promotional media in increasing consumer buying interest today. Right online promotion strategy implementation is very important to attract consumer interest through TikTok. This study aims to assess the effectiveness of TikTok advertising as an online promotional strategy for Bening's Clinic Batam, as well as analyze the characteristics of the content displayed on TikTok account @beningsclinicbatam. This research use descriptive qualitative methods with library research to produce an analysis in the form of a systematic, factual, and accurate description of the properties, facts, and relationships between the phenomena studied. The results showed that advertising through TikTok is an effective online promotion strategy for Bening's Clinic Batam. TikTok application usage strategy is able to increase consumer purchase intention in Beauty and Care Products, as evidenced by a very significant increase in the number of users and buyers in TikTok application from 2022 to 2024. Meanwhile, the promotional strategy run by the @beningsclinicbatam TikTok account is in line with the AIDA model, successfully attracting attention and increasing audience engagement, as evidenced by the increasing number of followers on the account, and incorporating these eight elements into advertising content can engage TikTok users, boost sales of care products, and increase followers of the @beningsclinicbatam account. TikTok is seen as a highly interactive and informative social media platform, making it an effective tool for online promotional strategies aimed at a wide audience aligned with specific marketing objectives.

Keywords: Strategy, Promotion, Tiktok Application, and Consumer Purchase Intention.

1 Introduction

TikTok popularity has skyrocketed, especially during the Covid-19 pandemic, as it offers a platform for users to showcase their creativity through a wide range of content such as videos, music, dance, and more. The vast user base on TikTok makes it a powerful promotional tool that is cost-effective, efficient, and quick to use. This presents a valuable opportunity for students and businesses alike to leverage TikTok for building brand awareness and boosting sales.

User growth on the TikTok application in the past year has increased 18.8%. Most TikTok users come from the United States, reaching 113.25 million users as of early

2023. Users in Indonesia are ranked second with the number of TikTok users reaching 109.9 million. Followed by Brazil and Mexico, which reached 82.21 million users and 57.51 million users respectively. (katadata.co.id)

The development and growth of the TikTok application is able to compete with other applications which makes this application more in demand by MSME business actors or business people who want to carry out strategies in promotion in the TikTok application media. TikTok is able to attract consumer buying intention in a fast way when live streaming sales occur, or with promotions in the form of videos that have been edited as interesting as possible, so that potential customers are intention in buying products that are marketed through the TikTok application. There is data on the percentage of TikTok users in Indonesia reported by the source (www.frontierdigital.co.id), namely:

1. 24% of marketers find the TikTok app very effective for achieving their business goals.
2. 35% of TikTok users find products and brands of interest from someone's content creator from TikTok.
3. 65% of TikTok users enjoy a content creator posting about products and brands.
4. 67% of TikTok users said that the presence of TikTok was able to inspire them to buy the product, even though it was not planned beforehand.

With the emergence of the TikTok application, many content creators make product reviews and make potential customers want to buy. Review of skincare products, review of current fashion clothes that are trending, review of Muslim clothing, review of slimming products, review of electronic goods, and so on. All the results reviewed by the content creators appear in the content on TikTok with a very interesting video review, making other users curious about the results on the product, so that the number of content creators who provide reviews of a product will become viral or trendy and the most sought after. One example of a product that is widely reviewed by creators is the Bening's Moisturizer Skincare product. This skincare product was reviewed and published a video by one of the creators so that other creators also followed the Bening's Moisturizer product review, so that it became viral and a trend in the TikTok application. Directly these results attract buyers to buy because of curiosity and curiosity about the results of the product if used on their face. The more users or influencers who provide product reviews, the greater the potential and opportunity for the product to become more viral and become the target of many consumers. According to previous research Wolny and Mueller (2013) in trying to find out the factors that make people trust other people's online reviews, which will increase the desire to buy the product or service reviewed.

Bening's Skincare has emerged as a leading player in the Indonesian skincare industry, especially in Indonesia, where it has attracted attention for its strategic marketing approach and product offerings. Bening's Skincare has emerged as a leading player in the Indonesian skincare industry through its strategic marketing approach and diverse product offerings. The brand's ability to connect with consumers culturally, engage them through digital platforms, and provide effective skincare solutions has strengthened its position in the competitive market. As the skincare industry evolves,

Bening's Skincare is well positioned to adapt and evolve, and influence consumer behaviour and trends in Indonesia.

Seeing the development of the TikTok application can indirectly become a strategic place for the promotion of a brand or product that can reach consumers and even interact directly with consumers. Marketers are required to always develop, currently promotional strategies through digital platforms and social media significantly influence people in making purchasing decisions. Social media platforms provide a large amount of information, product reviews, and user-generated content, enabling informed purchasing decisions according to (Navaneeth N & Sujay.C, 2023), Overall, social media plays an important role in influencing consumer perceptions, brand awareness, trust, and loyalty, which ultimately affects purchasing decisions A, Hariyanto. (2023). In the process of taking and forming purchase intention influenced by cultural, personal, social and psychological factors, the attitude of others affects the reduction of preferred alternatives depending on two things, the preferred alternative and the motivation to follow his wishes and the negative attitudes of others. When other people like consumer products, consumers are motivated to comply with the wishes of others, it will form purchase intention. Then there is the factor of unanticipated circumstances that change consumers' stance suddenly which depends on the thinking of confident consumers in deciding to buy or not buy (Kotler & Keller, 2016).

The primary objective of this research is to conduct a comprehensive analysis of the effectiveness of TikTok as a social media advertising platform, specifically focusing on its role as an online promotional strategy for Bening's Clinic Batam. Additionally, the study will delve into the content characteristics of the TikTok account @beningsclinicbatam, examining how these features contribute to the overall online marketing efforts of the clinic. To achieve this, a qualitative research approach will be employed, allowing for an in-depth exploration of the various variables involved in the advertising strategy. The analysis will be structured around four critical stages of the AIDA model, which encompasses Attention, Interest, Desire, and Action. By systematically evaluating each stage, this research aims to uncover insights into how effectively TikTok advertising engages potential clients and drives them toward taking action, ultimately enhancing the promotional strategy of Bening's Clinic Batam.

2 Theoretical Studies

2.1 Strategy

In the realm of research, explicit strategy formulation, as explored by Song Kyoo, Kim. (2020) and Yohsuke, R., et al. (2020), is crucial for making strategic decisions and adapting to rapid market changes. This approach provides a structured framework and mathematical model for identifying the optimal timing to adjust strategies in response to dynamic environments. The integration of explicit strategy formulation and implicit motor adaptation, as demonstrated by Anna, M., et al. (2016), showcases the interconnected nature of these processes and their impact on skill acquisition.

Originally, the concept of strategy was simply seen as a means to achieve goals. However, modern definitions have evolved to view strategy as a high-level plan designed to navigate uncertain conditions and achieve objectives. According to Barad, M. (2018), strategy is a proactive approach to goal achievement in the face of unpredictability. Similarly, Hamel and Prahalad (1998) describe strategy as a continuous and incremental course of action driven by future customer expectations. Through the use of quantitative decision parameters and analytical tools, this explicit strategy model aids decision makers in forecasting and determining the most advantageous moments to alter strategies, thus safeguarding the organization's competitive edge. Leveraging fluctuation theory and analytical findings, this methodology offers valuable insights for strategic decision-making across various organizational settings.

Mintzberg (1978) defines strategy as 'a pattern in the flow of decisions' to distinguish it from the view of strategy as planning. Kvint (2009) defines strategy as 'a system for discovering, formulating, and developing doctrines that will ensure long-term success if followed rigorously.

The concept of strategy has evolved over time, encompassing various dimensions that go beyond incremental and continuous actions. Strategy is not just about long-term goals but involves a comprehensive plan of action to achieve desired results. Strategy is not limited to being just one part of a plan, but rather a multifaceted approach that integrates goals, resources, and actions V., K., Belozarov. (2023). Originally rooted in military affairs, strategy has expanded into the political and organizational realms, emphasizing long-term, targeted programs to achieve specific outcomes Songül, Aksoy. (2023). Strategic management involves shaping the future direction of an organization through deliberate effort, taking into account wider environmental factors to create an effective strategy. The term 'strategy' has transitioned from a general educational concept to a practical method with executive logic, reflecting diverse applications across multiple domains. Therefore, Mintzberg H (1996) expanded the concept of strategy and defined strategy by considering various dimensions and concepts of strategy.

2.2 Promotion

The promotion strategy through digital platforms and social media significantly influences people in making purchasing decisions. Social media platforms provide a wealth of information, product reviews, and user-generated content, enabling informed purchasing decisions (Navaneeth N., 2023). Additionally, social media influences consumer behavior through social proof, personalization, and influencer marketing, shaping preferences and decision-making processes (Anchal Dhingra, 2023). Promotion strategies and social media have a positive and significant impact on purchasing decisions, emphasizing their role in consumer behavior (Meilaty, Finthariasari, 2023). Overall, social media plays a crucial role in influencing consumer perceptions, brand awareness, trust, and loyalty, ultimately affecting purchasing decisions.

Promotion is an element applied to advertise and lure new products or services to the company through advertising, own sales, promotions. Promotion plays an important role in connecting the distance between producers and consumers. Promotion

is an activity that conveys the advantages of the product and entices target consumers to buy it. According to Kotler and Keller, the promotion mix is a marketing communication mix which is also called the promotion mix, namely:

1. Advertising is a form of non-personal display and promotional ideas, goods or services that are paid for through sponsors. People recognise an advertisement mostly from print media and electronic media.
2. Sales Promotion Short-term incentives for the purchase of products or testing services in the form of gifts, samples, prizes, sweepstakes and others.
3. Events and Experiences An activity and plan that gets sponsorship from the company to design interactions related to the brand. The form can be entertainment, art festivals, charity and so on.
4. Public relations and publicity A programme to protect and enhance the image of a company and its products. Forms include charity, seminars, speeches and others.
5. Direct marketing and database Implementation of telephone, mail, fax, internet, and email to directly exchange information or solicit responses and dialogue from customers or potential prospects.
6. Online and social media marketing An online activity created to engage customers to raise awareness, improve image, or get sales of products or services.
7. Mobile marketing is a form of online marketing that specifically places a communication to customers using smartphones, tablets and other communication tools.
8. Personal Selling A face-to-face engagement with one or more prospective customers for the purpose of answering questions and making presentations. Its forms include selling such as sales meetings, and so on.

Utilizing TikTok for promotional strategies, particularly through live streaming, has had a significant impact on increasing purchase intent for clothing products, Julia Gradowska (2023). Advertising videos on TikTok have been highlighted as a crucial factor in boosting purchasing decisions and customer trust, ultimately enhancing purchase intent among millennials according to Jingli Liu and others. Furthermore, the personalized experience offered by live streaming marketing on TikTok has been found to drive consumer purchases through the TikTok Shop app, emphasizing the platform's effectiveness in connecting businesses with their audiences and inspiring consumer purchase intentions according to J. B. Christiandy Widjaja (2023). The more frequently TikTok is used for promotions, the higher the purchase intent for a product will increase according to Agustin, N., & Amron (2022). These findings collectively demonstrate that leveraging TikTok as a digital promotional platform can effectively enhance purchase intent by engaging consumers through innovative and interactive marketing strategies.

2.3 Consumer Purchase Intention

Consumer Purchase Intention is a fundamental aspect of consumer behavior that influences purchasing decisions. Taylor and Kinnear emphasize that purchase intention is essential to the attitude of consumption, reflecting individuals' commitment to mak-

ing a purchase. Swastha defines purchase intention as the activities involved in acquiring and using goods and services, encompassing decision-making processes. Kotler further elaborates that consumer purchase intention is triggered by exposure to a product, leading to a desire to own the product after evaluating its value.

2.4 Stages of Consumer Purchase Intention

According to (Keller and Kotler), the stages of purchase intention are as follows:

1. Attention There are 3 aspects, namely ad visualization, frequency of ad viewing, and messages conveyed in advertisements. The indicators are interesting ad visualizations, messages conveyed in advertisements are well conveyed, and trust in services or products.
2. Interest (Interested) Assael explains that interest is the emergence of consumer purchase intention because they are interested in the object introduced by a marketer. This includes the clarity of the message, the effectiveness of the media used and consumer perceptions of services or products after the advert is displayed. Indicators according to Assael, namely message clarity, indicators of the effectiveness of the media used and consumer perceptions of the product after the advert is displayed.
3. Desire is a way of advertising to move consumers to have and enjoy services or products. The indicators, according to Handoyo, are advertisements displaying reasons for consumption, information about the advantages of services or products and advertisements that arouse the desire to consume services or products.
4. Action (action) Action is an effort to persuade potential buyers to take the expected purchase action as soon as possible in the real purchase action. Action indicators according to Handoyo, namely attractive straping advertisements, confidence to buy services or products and advertisements that use elegant and polite words.

2.5 Factors That Influence Consumer Purchase Intention

In their study, Irawan and Swastha in Priansa explore the various factors that influence consumer purchase intention, highlighting the role of emotions in shaping purchasing decisions. They emphasize that feelings of happiness and satisfaction can increase purchase intention, while failure to meet expectations can diminish it. The authors also discuss the importance of problem recognition in the buying process, noting that consumers must first identify a need or desire before considering a purchase. They explain that consumers gather information from both external sources and personal experiences to evaluate their options and make a decision. Ultimately, the authors suggest that the final stage of the buying process involves consumers deciding whether or not to make a purchase based on their findings.

There are several factors that influence consumer purchase intention based on Lidyawatie's opinion, namely:

1. Occupational differences, meaning that with occupational differences one can estimate interest in the use of leisure time, activities carried out, the level of work he wants to achieve and so on.
2. Socio-economic differences, meaning that someone with a high socio-economic status will find it easier to achieve what they want than someone with a low socioeconomic status.
3. Differences in favorite's or hobbies, meaning how an individual uses their leisure time.
4. Gender differences mean that men's interests will differ from women's interests, one of which is shopping patterns.
5. Age differences, meaning that young children, teenagers, adults and parents will have different interests in objects, people and activities.

3 Research Methods

This research uses qualitative descriptive methods, according to Christensen (Christensen, 2015) qualitative research is defined as research with an empirical approach that relies on the collection of qualitative data (e.g. non-numerical data such as words, pictures, images). Whereas Patricia Leavy (Leavy, 2017) research with a qualitative approach is used to examine the value of the depth of meaning and subjective experiences of people and their meanings. This approach allows researchers to build a strong understanding of a topic, deepen the meaning of the research subject in terms of activities, situations, circumstances, environments, and objects under study. Methodologically, this approach relies on an inductive design that aims to produce rich descriptive data.

The author uses a descriptive qualitative approach method because this research will produce a structured, original and precise description of the nature, facts, and relationships between the data under study. Qualitative research is a scientific approach to explain the surrounding circumstances, to explain in real terms, assembled by words based on linked data analysis collection techniques. Researchers use a qualitative approach, because this research requires an explanation in the form of direct information from respondents through interviews by Tiktok users or consumers who have made purchases through the Tiktok Shop application.

This research leads to qualitative research using library research methods. Library research is research conducted by collecting materials and information from libraries, recording library data, and processing research materials. This research is a study that uses library materials to obtain research data. This research focuses more on the effectiveness of TikTok advertisements, so researchers will analyse how high the use of TikTok is as an online marketing strategy for the Bening'S brand. The data collection techniques used in this study use data collection techniques from various books, literature, notes and various reports related to the research variables. Data collection in this study uses observation techniques. Observation is carried out by collecting data in the form of direct observation of the advertising content of the TikTok @beningsclinicbatam account. In addition, various literature and data are

generated and analysed using the AIDA stage analysis. This analysis is reviewed from the Attention, Interest, Desire, and Action stages on the @beningsclinicbatam TikTok account.

4 Result and Discussion

TikTok is a popular app that many young people use to share videos. Many people around the world use TikTok, and more and more people are joining every year. Most TikTok users are female, and the largest group of users is between 18 and 24 years old.

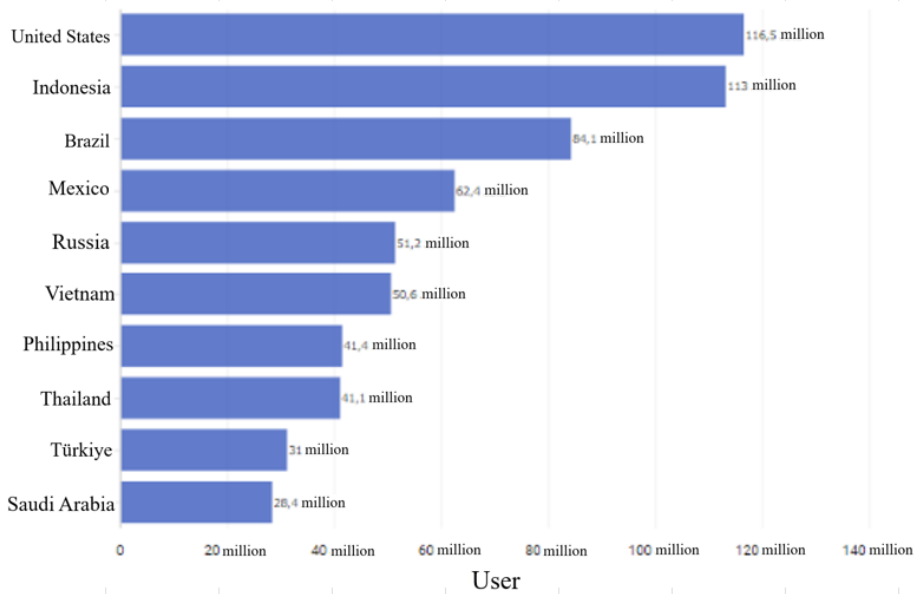


Fig.1. TikTok User Graph as of April 2023

In April 2023, a website known as databooks.metadata.co.id published an article indicating that United States leads the World in TikTok users, boasting approximately 116.49 million individuals actively engaging with the platform. Following closely behind the United States are countries like Indonesia, Brazil, and Mexico, all of which are seeing significant growth in their TikTok user bases. As the number of TikTok users in Indonesia continues to rise, it is becoming increasingly convenient for local businesses to sell their products directly through the app via a feature called TikTok Shop. This innovative tool allows businesses to create engaging video that showcase their products, enabling potential customers to make purchases directly within the app itself. By leveraging TikTok businesses can effectively enhance their visibility and reach a broader audience, ultimately driving more sales. For an example of a business

utilizing this platform, you can look up the TikTok account @beningsclinicbatam which is feature in the image below:

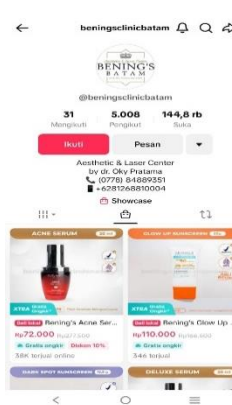


Fig.2. TikTok Account Profile Beningclinicbatam

From the picture above, it can be seen that the number of followers on the @beningsclinicbatam TikTok account is quite a lot, reaching 5 thousand followers. In research (Amelia & Yuwita, 2023) it is stated that TikTok social media is quite efficient which is very helpful in digital marketing. According to Kotler and Keller, the stage that is most often used when planning and can be applied to all advertising promotions is the AIDA stage. The use of the AIDA (Attention, Interest, Desire, and Action) stages to clarify the concepts of change, attitude, and behaviour about the framework of action. The level of effectiveness of TikTok @beningsclinicbatam account promotion activities can be measured through four stages, namely:

1. Attention, is a way to get attractive attention from consumers in the form of media delivered. There is a real change in consumer attitudes. In the advertising video content, the @beningsclinicbatam account succeeded in attracting attention with Jedag-Jedug-style video content featuring well-known artists as brand ambassadors aimed specifically at target consumers, and also using sound backgrounds that are trending and viral, and using funny content themes to attract the attention of consumers.
2. Interest, is a way to get and maintain consumer interest. With this, consumers feel interested in the products marketed to consumers. This depends on the effectiveness of the advertising content used, the emergence of consumer perceptions of the products displayed, and the clarity of the message. The @beningsclinicbatam TikTok account contains clear delivery and is easily understood by consumers and TikTok user viewers. This attracts viewers to follow and like TikTok accounts resulting in an increase in the number of followers.

- Create Interesting, Educational, and How-to Advertising Content

Online promotion competition is very tight, so sellers need to create content that attracts the attention of many people. To design interesting

@beningsclinicbatam advertising content such as creating question and answer videos, detailed benefits and how to use them, promo information and bonus prizes, content about free treatments, and educational content about products. Then following trending videos aims to get an increase in viewers. In this case, some content that follows trends such as videos of skin problems, product applications, before and after using products and product benefits. Creating content with the benefits of product applications and educational content can attract viewers' attention so as to increase the number of likes and viewers for the content.

- Clarity of advert content description

Writing clear content descriptions can make it easier for potential customers to understand the content presented in the advertising video. The use of descriptions in @beningsclinicbatam advertising content has been well prepared in the form of video content and video captions. This strategy can be done by making clear and interesting video captions and descriptions so that potential customers like and are comfortable with the delivery of the advertising video content. Persuasive content descriptions make potential customers more comfortable in interacting in making purchases. So that content that contains persuasive, creates two-way interaction directly in the comments on the video content.

3. Desire, is a way to get or stimulate desire by arousing consumer motives and motivations. In addition to interest, consumers are encouraged to want to own the products offered. In TikTok social media video advertisements, the @beningsclinicbatam account provides an interesting and easy-to-understand explanation, thus attracting consumers to interact directly through video comment chat which can increase their desire to buy the product.
4. Action, is a way that causes the resulting action in the form of a decision to make a purchase of the product offered. Real actions taken by consumers in buying products. Video advertising marketing @beningsclinicbatam displays a TikTok Shop basket which can make it easier for consumers to direct themselves in purchasing products, these results show that many people are familiar with promotions through TikTok accounts and know the product offerings, so they enter the attention stage. Many visitors use TikTok and are interested in products from @beningsclinicbatam, so TikTok as a medium for online promotion strategies has a positive impact with an increase in market reach after using TikTok media.

The advertising content of the @beningsclinicbatam TikTok account contains interesting video content, funny content, educational content about the product, and content that has its own message to accompany potential customers to purchase the product. In addition, product photos are then shared to attract potential customers. Brand Bening'S can manage and utilise its TikTok account as well as access to information, education, and introductions about its products which have an impact on increasing sales at the Bening'S brand. Information in advertising content with factors including the following:

1. Services Offered

- Facial and Body Skin Care: The clinic provides various types of treatments aimed at improving the health and appearance of the skin, including cleansing, exfoliating, hydrating, and other treatments.
- Anti-Aging Treatments: Specialises in treatments that reduce signs of aging, such as wrinkles, fine lines, and loss of skin elasticity using techniques such as peels, microdermabrasion, or special serums.
- Laser Therapy for Various Skin Conditions: The use of lasers to treat various skin problems such as scars, dark spots, or skin rejuvenation.
- Botox and Filler Injections: Injection services to fill in wrinkles or fine lines and contour the face using ingredients such as botox or hyaluronic acid.

2. Clinic Advantages

- Experienced and Certified Doctors or Therapists: Professionals who are licensed and certified in dermatology or beauty treatments.
- Latest Technology and Advanced Equipment: Use of modern and up-to-date equipment to provide effective and safe results for customers.
- Guaranteed Safety and Sterility: Strict hygiene protocols to ensure that every tool and treatment area is sterile and safe from contamination.
- Personalised Approach for Every Customer: Individualised consultation services to determine the most suitable treatment based on the customer's needs and skin condition.

3. Special Promotions or Discounts

- Special Treatment Packages at Promotional Prices: Offering an integrated service package at a more affordable price for a certain period of time.
- Discounts for New Customers or Referrals: Initiatives to attract new customers through discounts or through favourable referral programmes for existing customers.
- Loyalty Programmes with Special Benefits for Repeat Customers: Programmes that provide points or other benefits such as free treatments or discounts on certain services for frequent customers.

4. Customer Testimonials

- Positive Customer Reviews: Direct testimonials from customers who have benefited from the treatments provided.
- Before and After Photos of Treatment Results: Visuals that show a direct comparison of the results of the treatment.
- Specific Treatment Success Stories: Detailed stories from customers who experienced significant changes through a particular treatment.

5. Contact and Location Information

- Clinic Address: Easily accessible physical location of the clinic.

- Phone Number and Email for Booking: Clear contact information for easy reservation.
- Link to Website and Social Media: Provide website address and social media platforms for further information and customer interaction.

6. Health and Safety Standards

- Information on Sanitation and Safety Procedures Implemented: Details on measures taken to maintain hygiene and safety, including the use of disinfectants and staff training on safety procedures.

7. Visual Appeal

- Comfortable and Attractive Images of Clinic Facilities: Photos showcasing the cosy and aesthetically pleasing interiors of the clinic, creating an appealing ambience for customers.
- Visualisation of the Treatments Offered: Images or videos that demonstrate the different types of treatments available, helping customers understand what they will experience.

8. Beauty Products

- The products sold and marketed create interest for potential customers by having a composition that is different from any other products in the market.
- The products sold have advantages and benefits for the beauty of potential customers.
- The products sold are widely used by well-known Indonesian artists, one of them (Aurel Hermansyah and Atta Halilintar).
- Products that are sold have been tested, the best and have BPOM.
- The products sold have attractive packaging, and are safe for users.

These factors will encourage TikTok users to be interested in interacting on the digital platform and have a positive impact on increasing sales of care products and increasing followers of the @beningsclinicbatam account. TikTok social media is considered more interactive and informative, so it is very helpful in online promotion strategies as a business actor with a wide target range and in accordance with the desired target.

The Tiktok platform is a social media or means for entertainment, and a business tool for users who want to promote their products. Initially the Tiktok application was used only as entertainment, and a medium of communication and interaction. But over time, more and more Tiktok users in Indonesia have made content creators more creative in honing their skills and expertise to be published through the Tiktok application social media. The longer Tiktok users increase, the more creative the wider community is to think of various ways to make money through the Tiktok application. So from time to time the Tiktok application is temporarily closed due to government policies that do not allow the Tiktok social media application to be part of e-commerce to sell. The Tiktok application is only allowed for social media and

promotional activities, not allowed to be part of direct buying and selling transactions on the electronic system, so that there is no spread of user data or personal information. This is what made the government to close temporarily but after the closure occurred temporarily. In the end, Tiktok has made various efforts in order to facilitate its users who have been working to make money from Tiktok to become content creators, who have promoted products or goods through Tiktok, and become Affiliators on Tiktok by collaborating with the Tokopedia marketplace. Tiktok has collaborated to make an agreement with PT. Goto Gojek Indonesia (GoTo), to accommodate buying and selling transactions that occur at Tiktok Shop.

Around the beginning of December, Tiktok is said to have made a deal with PT GoTo Gojek Tokopedia (GoTo). On 11 December 2023, Tiktok officially announced that it had collaborated with PT GoTo through the marketplace business through Tokopedia, to turn Tiktok into Tiktok Shop. Exactly on 12 December 2023, Tiktok has made additional special features for business actors and MSME players to be able to make buying and selling transactions through the Tiktok Shop feature in the Tiktok application.

And from the results of interviews conducted by several respondents to Tiktok user consumers, they said that shopping and making buying and selling transactions through Tiktok, which has now collaborated with the Tokopedia marketplace and has now been legalised under the name Tiktok Shop, makes consumers or users comfortable with very affordable prices, and reviews of creator content and videos that are presented attract more attention and interest for those who want to buy.

The results of research and interviews that have been conducted from several Tiktok user respondents that, the Tiktok application has promotional strategies to increase purchase intention of consumers and users. Strategies that have been carried out and implemented in the Tiktok application in a way that is:

1. TikTok is a social media platform for direct interaction from producers to consumers, and is also directly able to create and build good relationships with consumers through interactions while live streaming.
2. Tiktok has collaborated and collaborated with the Tokopedia marketplace, PT. GoTo Tokopedia as a means of shopping and transactions and has been inaugurated under the name Tiktok Shop.
3. With a video in the form of product images for shopping via Tiktok, consumers are interested, and are interested in buying products through the yellow basket that has been provided in the Tiktok application.
4. Promotion strategy is a marketing policy that includes personal selling, advertising, and sales promotion, and provides effective communication between affiliates and potential customers. Effective promotion is very good to attract potential customers. Then it is able to make prospective buyers interested in the products offered, so that consumers are interested in buying and then will get returns such as shopping cashback, and free promos, discounts, vouchers, a COD (Cash On Delivery)

system and a free system for returning goods easily if the goods ordered are not suitable or change their minds for some reason.

5. Pricing strategy (Pricing Strategy), is a policy that TikTok Shop uses to promote products including: useful pricing methods by providing vouchers, or discounts, and cashback.
6. The TikTok Shop application is very suitable as a media strategy in promotion to increase consumer purchase intention and increase sales for local MSME business actors and business people in Indonesia. Where the TikTok application provides online product promotion services, but becomes an intermediary in the buying and selling transaction process. That is why TikTok provides a forum and facilities that support strategic activities in promotion and helps producers and consumers when carrying out the buying and selling transaction process to get access and convenience that is safer and more reliable, at an affordable price.

5 Conclusion

Based on the results of the research and data findings that have been carried out by the author, it is concluded that the strategy in using the TikTok application as a promotional media in attracting consumer purchase intention is able to increase TikTok users to use it and make buying and selling transactions at TikTok Shop.

Furthermore, based on the results of research and discussion, it can be concluded that the author found harmony between the marketing form of Brand Skintific and the AIDA stages. The use of TikTok social media is very attractive to the young adult generation, so advertising on TikTok social media is effective as an online promotion strategy. The advertising video content of the TikTok @beningsclinicbatam account is able to attract many consumers from the style of the advertising content.

It is recommended that Brand Skintific further increase the utilization of the TikTok platform through the TikTok Shop feature because these two factors influence each other in consumer actions in purchasing products. The promotional strategy in managing TikTok @beningsclinicbatam advertising content is further improved towards innovation and variation in the content of the description delivered so that it can attract direct interaction with consumers.

TikTok is able to compete healthily with other applications, TikTok is able to quickly adjust to the conditions and government policies that have been regulated. TikTok collaborates with a second party, namely PT GoTo Gojek Tokopedia to become a forum or place for online buying and selling transactions.

In addition, the TikTok application is not only an entertainment social media but as a forum that supports one's creativity, and can make it easier for sellers, especially MSMEs and business actors to create and create a promotional strategy in attracting consumer purchase intention in Indonesia. The promotional strategies carried out in increasing consumer purchase intention in TikTok make consumers feel more comfortable and safer, and easy to make buying and selling transactions. With this

convenience, consumers can reach it because of the attractive additional features available through the Tiktok application at the Tiktok Shop.

Acknowledgment

We would like to express our sincere gratitude to all those who contributed to the successful completion of this research. Our deepest gratitude goes to our advisors, Mr Amron and Mr Yohan Wismantoro, for their invaluable guidance and support throughout the research process. We also extend our appreciation to the participants who generously shared their insights and experiences, which were crucial to our analyses. Thanks also to colleagues and friends who provided constructive feedback and encouragement. Their support was crucial in refining our ideas and improving the quality of this journal.

Finally, we are grateful for the resources and tools provided by Dian Nuswantoro University & STIE Galileo, which facilitated our research as well as the International Conference On Applied Economics And Social Science (ICAESS) 2024 for organising this International Conference activity. Without the collective efforts and support of these individuals and organisations, this research would not have been possible.

References

1. Anna, M., Pastwa, Ernst, Verwaal, Hans, Bruining, Aart, Willem, Saly. (2016). Explicit Strategy of Large Entrepreneurial Firms in a Hostile Environment. 2016(1):11939-.
2. Anchal Dhingra, (2023). Impact of Social Media on Consumer Behaviour and Preference. *International Journal For Multidisciplinary Research*, (2023).;5(2) doi:. 10.36948/ijfmr.2023.v05i02.2171
3. Julia, Gradowska. (2023). Promotion of brands and products on social media based on the analysis of TikTok. doi: 10.18510/hssr.2022.1142.
4. Pride, W. M., & Ferrell, O. C. (2016). *Marketing* ((18th ed.)). USA: Cengage Learning.
5. Rowley, J. (2018). *Promotion and Marketing Communications in the Information Marketplace*. *Library Review*, 47(8), 383-387.
5. Susilowati. (2018). Utilisation of Tiktok Application as Personal Branding on Instagram (Qualitative Descriptive Study on @bowo_allpennliebe Account). *Journal of Communication*, 9 (2), 176-185.
6. Agustin, N., & Amron, A. (2022). The Influence of Influencer Marketing and Price Perception on Skincare Purchase Intention at Tiktok Shop. *Performance*, 5 (01), 49-61
7. Swastha, B., & I. (2018). *Modern Marketing Management*. Yogyakarta: Liberty.
8. Wahid, U., Pratami, R., & Hasiholan, T. P. (2020). Utilisation of Tik Tok Social Media as a Campaign Media for Handwashing Movement in Indonesia to Prevent COVID-19. *CommuniVerse: Journal of Communication Science*, 5(2), 70-80.
9. AG.Suyono, S. S. (2012). *Considerations in Buying Goods and Services*. Jakarta: Intidayu Press.
10. Cahyani, W., & Sulistyowati, R. (2021). INFLUENCE OF SALES PROMOTION AND ELECTRONIC WORD OF MOUTH ON BIOSKOP TICKET PURCHASE DECISIONS THROUGH THE TIX ID APP (Study on TIX ID Application Users in Surabaya) Wiwik Cahyani Raya Sulistyowati. *Journal of Commerce Education (JPTN)*, 9(1), 1055-1061
11. Hamel, Gary and Prahalad, C.K., 1998. *Competing For The Future*. New Jersey: Prentice Hall.

12. Kotler, P., & Keller, K. L. (2016). *Marketing Management*, 15th Edition. New Jersey: Pearson Prentice Hall.
13. Kotler, P., Bowen, J. T., & Makens, J. C. (2014). *Marketing for Hospitality and Tourism*.
14. Mulyansyah, G. T., & Sulistyowati, R. (2020). The Effect of Social Media-Based Digital Marketing on Culinary Purchasing Decisions in the G-Walk Surabaya Area. *Commerce Education*, 9(1), 1097-1103.
15. Omar, B., & Dequan, W. (2020). Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage. *International Journal of Interactive Mobile Technologies*, 14(4), 121-137.
16. Mintzberg H (1996) *The strategy process: concepts, contexts cases*. Prentice Hall, New York
17. Meilaty, Finthariasari. (2023). The Influence Of Promotional Strategies And Social Media On Purchase Decisions (Case Study on Buyers Using Ms Glow Skincare in Bengkulu City). doi: 10.37676/ekombis.v11i1.3451
18. N., N. (2023). Role of Social Media in Influencing Consumer Purchase Behaviour and Brand Loyalty in Bengaluru City. *Indian Scientific Journal Of Research In Engineering And Management*, doi: 10.55041/ijsrem22598
19. Jingli, Liu, Monica, Dita, Pravita, Widya, Putri, Adouko, Paulin. (2023). The Effect of Promotion via TikTok Live Streaming on Consumers' Buying Interest in Clothing Products. *Open Journal of Social Sciences*, 11(04):333-347. doi: 10.4236/jss.2023.114024
20. J. B. Christiandy Widjaja and S. Hansopaheluwakan, "The effectiveness of social media (TikTok) in improving buying decisions in millennials," 2023 International Conference on Computer Science, Information Technology and Engineering (ICCoSITE), Jakarta, Indonesia, 2023, pp. 129-133, doi: 10.1109/ICCoSITE57641.2023.10127684.
21. Barad, M. (2018). *Strategies and techniques for quality and flexibility (SpringerBriefs in Applied Sciences and Technology) (1st ed.)*. Springer.
22. PRNewswire. (2017). *Tik Tok, an Easy-to-use Video App with Advanced Technology. Officially Launched in Indonesia*. Jakarta: PR Newswire a cision company.
23. Xiao, Y., Wang, L., & Wang, P. (2019). Research on the Influence of Short Video Marketing Content Features on consumer purchase intention. 351(Mmetss), 415-422.
24. Wolny, J., & Mueller, C. (2013). Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms. *Journal of Marketing Management*, 29, 562 – 583
25. Song-Kyoo, Kim. (2020). Advanced Mathematical Business Strategy Formulation Design. 8(10):1642-. doi: 10.3390/MATH8101642
26. Yohsuke, R., Miyamoto, Shengxin, Wang, Maurice, A., Smith. (2020). Implicit adaptation compensates for erratic explicit strategies in human motor learning. *Nature Neuroscience*, 23(3):443-455. doi: 10.1038/S41593-020-0600-3
27. Pojoksosmed.com
28. Katadata.co.id
29. <https://benings-clinic.com/>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

