

An Overview of Attractive Marketing Content on Tiktok App Users

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Abstract: Content marketing is one of the media or marketing strategies to share content containing persuasive information about a product with consumers. The purpose of this study is to examine how marketing content is attractive to users of one of the most popular applications in use, namely Tiktok. This research was conducted using a qualitative approach, namely case studies and analyzed by thematic analysis to specifically identify patterns from the available data sets through the depiction of patterns from the content marketing phenomenon on Tiktok. Data collection was done by interview, observation, and FGD. The participants of this study were 10 people, with the criteria of having an interest in marketing content and making product purchases on Tiktok. From the results of data analysis, the authors found that users of the Tik Tok application had an interest in the marketing content presented. In an effort to improve marketing strategy, producers need to pay attention to supporting factors such as presenting attractive marketing content by paying attention to the aspect of observing marketing content, contributing factors, and decision making by consumers.

Keywords: Attractive, Content Marketing, Tik Tok

1 INTRODUCTION

Tik Tok application is one of the trending applications for use today. Tik Tok is a place to express creativity through short videos that create a genuine, inspiring, and fun experience. Tik Tok is a short music video platform introduced by Zhang Yiming in 2016 and owned by the company ByteDance. Tik Tok has become an application that has been quite viral in Indonesia since 2018 and was chosen as the best application on the Google Playstore (Adawiyah, 2020). Indonesia is a country with the fourth largest Tik Tok application downloader in the world which has around 50 million active users. Tik Tok became the most downloaded media as of July 2020 where most of its users are Generation Z (Agustina & Sari, 2017). Content on Tik Tok has various themes, such as entertainment, marketing, lifestyle, education, and information media. The more interesting and creative the video that is distributed on the platform, the more interest it will attract from users. The form of creative videos on Tik Tok is in the form of marketing content, one of which is wrapped with the label "Racun Tik Tok". In the use of content marketing, creativity and reliable content with products that are trending in society have an attachment to being able to make marketing techniques a high attraction (Nimkar & Gupta, 2020). With interesting content, content marketing is useful for building a relationship between a brand and consumers which will increasingly attract consumers to make purchases (Ansari, Ansari, Ghor, & Kazi, 2019). With the existence of marketing content in the form of "Racun Tik Tok" which ultimately creates curiosity and interest from the audience so that it affects purchasing decisions. This trend also causes Tik Tok to be dominated by millennials.

Research conducted by Genoveva (2020), states that content marketing is widely found on various social media, but this marketing strategy attracts more attention to consumers who use the Tik Tok application. The slogan "Racun Tik Tok Check" also supports a successful marketing strategy in influencing purchasing decisions by users (Dewi, 2021). In the relevant research conducted by Grantia, et al. (2022) showed that 8 of the student respondents who currently use Tik Tok say that they are interested in the content of "Racun Tik Tok" with an average time of 4-6 hours/day of playing Tik Tok. The respondents responded to this interest by making purchases

on the items mentioned in the existing content. Users who have an interest in *Racun Tik Tok* mention that the short content is able to contain reviews or comments that can be taken into consideration in making purchasing decisions (Grantia, et al., 2022). The success of making marketing content ogled by users so that they have an interest in the product can also be seen from the Tik Tok account "Bittersweet by Najla" where the account successfully got 8.6 million followers and 187.4 million likes. Research by Agustina & Sari (2017) states that the "Bittersweet by Najla" account has a successful strategy in attracting consumers to watch the food content served until they make a purchase, one of which is because of the influencer factor that is able to attract consumer's attention. The use of influencer marketing factors by Bittersweet by Najla has succeeded in attracting the attention of consumers in improving the brand image of the product. Influencers displayed on marketing content make Tik Tok users give their free time to watch the video until the end. Furthermore, research conducted by Alamanda (2022) discusses the Tik Tok application and Instagram reels that can be used as a business promotion content platform by entrepreneurs today. Alamanda (2022) states that the content displayed on Tik Tok is able to attract consumers to make purchases. The form of video content marketing that is carried out is by uploading videos wrapped in entertainment and attractive discounts so that the audience also increases. Seeing from the above phenomena that have been discussed by previous research, it can be concluded that Tik Tok users can have an interest in marketing content presented through short Tik Tok videos with creativity, entertainment, store discounts, influencers, and other factors. In addition, the *Racun Tik Tok* phenomenon makes marketing content on the Tik Tok application increasingly available for use because the audience can turn into consumers after seeing the marketing content presented. Based on this, the research team wanted to conduct research to find out how content marketing on Tik Tok can attract its users, especially teenagers, who are the biggest users of the Tik Tok application.

2 MATERIALS AND METHODS

Materials: Content Marketing

Content marketing is one of the methods used by most industries because they see huge marketing opportunities in the digital era. According to (Kotler et al., 2017) Content Marketing is a marketing approach that involves creating an accurate and up-to-date information gathering process, and providing interesting and useful content to consumers or a well-defined audience. Another opinion from JRowley (cited in Pandrianto et al., 2018) states that content marketing is management that clearly identifies and uses strong analysis to attract the attention of potential customers distributed through digital media. Therefore, it can be concluded that content marketing is one of the methods used by producers to build profitable relationships with consumers through market analysis in order to produce interesting and persuasive content.

Content marketing is created with the aim of having consumers become interested in buying the products displayed. According to Sanjaya (2020) content marketing has a technique, namely in creating and distributing content, it is necessary to make it meaningful and interesting, so that consumers can capture attention and build relationships with the target audience. When content is creative, can answer needs, and clearly explains information, it becomes a stimulus that it is interesting content. The dimensions of content marketing according to Karr (2016) include (1) Reader Cognition, namely customer responses to company content, whether the content is easy to understand or digest, including visual, audible, and kinesthetic interactions needed to reach all readers; (2) Sharing Motivation, sharing information is very important in the social world, because it can expand the company's reach to customers broadly and relevantly; (3) Persuasion, how a content created can attract consumers to come and be encouraged to become a customer; (4) Decision Making, individuals do an election first before making a choice for decision making, and each individual has the right to make his decision; (5) Factors, external and internal factors can also affect the marketing content presented by a company. These factors can come from environmental factors, friends, family or the company itself.

Method: Case Studies

This study uses a qualitative approach with a case study method to examine the phenomenon of content marketing on TikTok. According to Creswell (2009; Kusumastuti & Khoiron, 2019), qualitative research is used to understand and explore the meaning of social or humanitarian problems. In this research, the author wants to

Proceedings of The International Conference on Psychology and Education (ICPE) Vol. 1 (2023)

know the specific phenomenon of how interesting content marketing is. The case study method was chosen because this study aims to confirm cases in certain contexts (Yin, 2009). The participants of this study were 10 women and men aged > 16 years, with the criteria of being users of the Tik Tok application and having an interest in marketing content on TikTok. The reason for setting a minimum age limit for respondents is not only to make it easier for researchers to find participants, but also in that age range, based on demographic data, the TikTok application is dominated by teenagers (Ginee, 2021).

Case studies allow researchers to use theory. The data collection was carried out using a semi-structured interview technique, which was carried out using open-ended questions based on the dimensions of marketing content according to Karr (2016). The reason for using semi-structured interviews is to deepen the answers of the respondents. The interview technique also allows the researcher to make adjustments to the questions when the respondent's uniqueness is encountered. In addition to interviews, researchers also collect data by observation and FGD. Data were analyzed using thematic analysis, namely to identify patterns or to find themes through data that had been collected by researchers (Braun & Clarke, 2006). The theme analysis technique was chosen because the author wanted to identify specific patterns from the available data sets through the depiction of patterns from the content marketing phenomenon on TikTok. In the process, the writer observed the results of the verbatim interviews and FGDs, coded them, and looked for themes. This technique allows researchers to use theory to gain a deeper understanding of the data.

3 RESULTS

A total of 10 participants who joined this study were consumers who had experience being interested in content and even making purchases on the Tik Tok application. Generally, the participants in this study were in the adolescent age range. Based on data by Donny Eryastha the Head of Public Policy of TikTok Indonesia, the use of TikTok is dominated by generations Y and Z who are in the teenage age range of 17-24 years (Rakhmayanti, 2020).

Table 1. Table of Participants

No	Participants	Gender	Age	Work
1	FM	Woman	21	Student
2	HA	Woman	21	Student
3	RR	Woman	20	Student
4	AD	Woman	20	Student
5	NF	Woman	18	Student
6	AT	Woman	18	Student
7	AB	Man	22	Student
8	IF	Woman	21	Student
9	IR	Woman	20	Student
10	AM	Woman	21	Student

Teenagers as users as well as consumers in the world of marketing have a significant contribution to influencing the development of marketing flows. From what was originally only a visualization of images through the Instagram platform, many industries have switched to using video to attract consumers' attention by utilizing the TikTok platform. The author collects data through interviews and FGDs with participants using Karr (2016) dimensions including

Proceedings of The International Conference on Psychology and Education (ICPE)

Vol. 1 (2023)

Reader Cognition, Persuasion, Contribution of External Factors, and Decision Making. The data results are described below:

Reader Cognition

Subjects will give different responses in understanding the content of marketing content that is presented to the audience interactively, whether visually, audibly, or kinesthetically, which is needed to be able to reach more consumers. The subject's response to the content depends on how the content creator presents or describes the product. According to the subject's opinion as a Tik Tok user, content can be said to be interesting and interactive when the content created is in accordance with the marketing target and provides detailed information regarding the products offered in the content so that the audience can easily understand the content delivered.

"... It seems that today's sellers have indeed implemented communications that attract customers. And, the information is also not too difficult, there are no more difficult terms. So consumers usually don't have too much trouble seeing the information in the content..." (IR, November 26, 2021).

The subject also said that marketing content that has new characteristics or innovations is easier to remember, so that when they find the product, the subject will immediately remember the marketing content.

"Usually the ones that are easy to remember are more fun, sis. He has a new innovation. It's because there are a lot of people who create content like that so that the audience will remember them more for their unique characteristics. The characteristic is that this account tends to come here, so that's the characteristic that attracts viewers more often" (NF, November 30, 2021).

Marketing content on Tik Tok is also considered to have a strong enough appeal because it displays content that has aesthetics and is made as creative as possible in terms of packaging so that when the subject watches it, they feel comfortable seeing it and are interested in the products offered.

"In my opinion, for example, about skincare, the video is aesthetic, the lighting is good, the results are also visible. So it shows the progress of the skin when using skincare, what it looks like (...) I think it's easy because the information has been explained in the video, even if it's not, it's usually added in the caption or in the comments section." (TN, 29 November 2021).

Sharing Motivation

Sharing motivation in marketing content is in the form of presenting important information in the content so that customers have sufficient and relevant information to generate trust and the company can expand the market network. The subject as a Tik Tok user who saw marketing content stated that the content displayed contained fairly clear information ranging from product information to how to use the goods.

"Yes, there is, for example, there is content that has recommendations, so it's not just photos of goods, but there are real goods and they demonstrate the benefits. For example, a vacuum cleaner, they doing like that" (RR, 29 November 2021)

"His trademark is that he is always detailed, showing his products, like zooming in on the texture of the product, and seeing the progress day by day, week by week. I think that's quite interesting and to be honest." (HA, 29 November 2021)

Persuasion

Marketing content has persuasive value when it makes consumers interested in learning more about the product. The content he watches has persuasive value based on what the subject conveys. This is shown by the enthusiasm of the subject to know more about the product when he sees the displayed content. The subject begins to look for reviews of other content creators related to the product.

Proceedings of The International Conference on Psychology and Education (ICPE) Vol. 1 (2023)

"There are some products that interest me, so I immediately stalked the store to have a look. The first time I bought the mask, it was from Miso, so I went straight to the TikTok shop to have a look. Maybe there is a mask I need"

(RR, 29 November 2021).

"What intrigued me was that they could provide information about what they had to offer in various ways. For example, they immediately apply it to the items they have. " So, they don't need to give an explanation or provide education about the content or content they want to convey. But they only apply these items to their belongings or illustrations that have provided education to the audience. " (AB, 30 November 2021).

In certain products, content creation techniques are needed to show the method or result. For example, in cleaning products, manufacturers need to provide content in the form of things that show that the cleaning product has a function according to its name and tagline. That way, consumers can be interested in and have more confidence in a product rather than just relying on persuasive communication.

Contribution of External Factors

Consumers reveal that the content of marketing content has a persuasive purpose and unique characteristics in terms of packaging that are creatively and communicatively designed by content creators on Tiktok. This affects the products displayed so that consumers are interested in the content. Content that attracts consumers is content that makes them curious and want to know more about the product, even considering the characteristics or uniqueness of the content delivered. Consumers revealed that they purchased products available on Tiktok several times because they were interested and entertained by the content presented.

"His trademark is that he is always detailed in showing his products, like zooming in on the texture of the product, and seeing the progress day by day, week by week. I think that's quite interesting, to be honest. " (TN, 30 November 2021).

"...unless the content is interesting and funny, It's like, uh.. there's a song like that, a separate song, for example, like yesterday, Fadil Jaidi made, what did he make, did he make..., he endorsed, about chicken, then he made a chicken song, like that chicken, so that song became iconic for me, and that makes me remember..." (IR, 26 November 2021).

In addition to content that has distinctive and entertaining characteristics, on the other hand, consumers also reveal that the use of interactive language attracts attention. Content creators such as Tiktok influencers package content in a communicative way that can make consumers feel involved in the content presented.

"...but suddenly it was like, 'Hey, come back to me now. Where are we going to paint?' which is not made anyway, like being scolded by his parents. Then, in the comment section, the audience becomes even more curious, wanting to try painting here. 'Please, paint here.' So it's as if there is a flow but the flow is like, Let it flow, just flow. " (NF, 30 November, 2021).

Several other factors from content marketing that are able to attract consumers so that they motivate them to buy products on Tiktok, namely that consumers also get influence from other people or their social environment, such as friends to get product recommendations or further information about the product.

"Yes, very influential. Because when someone in my neighborhood has a product like that, I will usually be interested and make me buy the product. For example, I have item A. I will be more interested in buying the item because my social environment has it, and I also know the benefits of the item directly. So, in my opinion, this social environment affects product purchases after the content marketing factor. " (AB, 30 November 2021).

Proceedings of The International Conference on Psychology and Education (ICPE) Vol. 1 (2023)

"Usually when I explain what kind of product this is and what the changes on her face are like, did the acne go away or what?" So it's described like that in detail." (TN, 29 November, 2021).

Decision Making

Decision-making is done by Tik Tok users who have seen a video in the form of branding or promotion through content marketing strategies. According to consumers, after seeing the content marketing strategy in the Tik Tok application, consumers do the following things in making decisions:

Decision-making by consumers to make purchases is partly influenced by the interest in the products offered through content marketing that appears on the Tik Tok application. For products that are currently being heavily promoted on Tik Tok, more and more Tik Tok users are watching and interested in the content.

"If the decision might be 50%, it's just a reference material, like because I want to buy this. Sometimes it's usually on Tiktok that there are more reviews, they're not as popular as TikTok sometimes people who want to review just get a review. So it can be 50-70% in influencing choices." (NF, 30 November 2021).

"From my point of view, so far, during the Tiktok boom, I almost bought things, but after that, I didn't use them. When I bought it, I was tempted, like the marketing content. Tempted by promotions of goods and the lure of postage like that. Then many influencers finally join in like promotions. That's all sis." (RR, 30 November 2021).

Consumers make considerations after seeing content marketing on a video on Tik Tok before making a purchase. One of the things to do is to look for more information about complete product information in the reviews that have been given to the product. If the available information and reviews show satisfaction for consumers, then the Tik Tok user will also make a purchase.

"Well, that's what I did, for example, I looked at the information about the product, what the ingredients are, then from there I can consider whether I will buy it or not." (IR, 26 November 2021).

"Usually I open the account, like looking for a good serum or toner, so I see there and the reviews too, don't forget to look at the document review. Then I started looking for the product, if the price is affordable and the test is a lot, maybe I will try to buy it. I've already bought one." (TN, 29 November 2021).

"Oh yeah, usually when you look at the star rating, it's seen from the buyer's review. Well, usually I see buyer reviews with photos. So not only from the star rating but also from buyer reviews. But even so, it doesn't guarantee, because from the online shop itself, the delivery is different, sometimes the goods are different, it can't always be done." (RR, 29 November 2021).

"So, when there is create content that offers or promotes it, I'm sure most of what you get is the best stuff. So that person can't promote an item that makes other people interested in it, so the next step is to look for information about customer reviews that have been purchased or received. So they can know about the specifications of the authenticity and quality of the product." (AF, 30 November 2021).

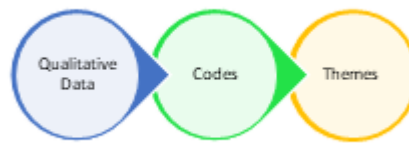
4 DISCUSSIONS

Research related to content marketing has been widely studied by previous researchers. However, in this content marketing case study, the author examines more of the description of marketing content that is attractive to TikTok application users. Based on the results of data analysis using thematic analysis, the authors group them into 3 main themes that support marketing content called "attractive" by consumers. The three main themes are

Proceedings of The International Conference on Psychology and Education (ICPE) Vol. 1 (2023)

content marketing observe, external factor contribution, and decision-making. The picture below is a process diagram of data analysis techniques using thematic analysis:

Diagram 4. Thematic Analysis



During the data reduction process, the author was able to understand the reasons why TikTok became the producer's choice in an effort to make customers interested in their products, as discussed in the following sub:

Observe

Content marketing techniques on the TikTok platform show that creativity and reliable content with products that are trending in society have an attachment to being able to make marketing techniques a high attraction (Nimkar & Gupta, 2020). From the interviews, consumers prefer marketing content that shows product specifications because it is easy to understand through trials. The process of how consumers are interested in content is shown when consumers give content likes and share buttons. That's when content marketing has an influence on engagement. Research by Litmanen & Sari (2021) also found that content marketing has a significant effect on customer engagement as indicated by consumer interest in audio-visual content that is made attractive and easy to understand.

Moreover, for consumers, the content available on TikTok is not only seen as a promotional medium, but also an entertaining and educational medium. In the context of marketing, consumers realize that some of the content displayed contains market language, so they will be more interested if content creators package product messages by positioning themselves as consumers. Marketing content is created with the aim of increasing consumer awareness of the brand so that it affects consumer loyalty (Satria & Agustine, 2019). Therefore, producers need to create an interesting experience for consumers when viewing content because the first thing TikTok users do is observe content. When in these observations, the content that is seen is interesting, consumers will perceive the product or brand well.

Factor Contribution

The marketing content created by content creators on Tiktok for marketing purposes has several factors that influence how consumers perceive the content, so that consumers are interested in the products presented. From the results of data collection through interviews and FGD with the subject, it was found that these factors include the influence of the social environment where the subject comes from, product packaging, the benefits and value of a product, and who brings the product.

The factor that makes consumers interested, apart from the content side of the product, is the role of Tiktok influencers. The Tiktok platform, which is currently popularly used by many content creator accounts as influencers, has an influence on the audience or followers so that it can attract consumer interest and reach a wider audience (Sihura et al., 2022). The content is presented with the characteristics of each creator in an informative and interactive way. These characteristics are able to form a popular figure so that it can influence people who witness the contents of the content (Nasution, 2021). Content creators also have a brand name that will affect the products displayed in the content. Based on previous research, the content presented by influencers has shared and provided benefits to the audience regarding problem solving consumer needs, and this is able to determine the right decision-making choices (Pratama, 2022). In addition to the role of influencers, the influence of the consumer's social environment also plays a role in encouraging consumers to trust the content delivered (Evelina & Handayani, 2018).

Decision Making

Proceedings of The International Conference on Psychology and Education (ICPE) Vol. 1 (2023)

The content marketing strategy carried out by business actors on the Tik Tok application in promoting their products/brands certainly has the aim of attracting consumers, especially until consumers make purchases. Based on the results of research conducted by Dewa & Safitri (2021), Tiktok is also an effective promotional media in terms of marketing. Consumers will have a sense of interest and make a choice before making a purchase decision. Purchase decisions made can be influenced by emotions that arise as well as visible facts (Karr, 2016). The marketing content displayed is able to influence Tik Tok users in the form of videos that are creative, interesting, external factors, and end in determining purchasing decisions. Based on the results of interviews and FGDs, the subjects stated that they felt interested in the product but to reach a purchase decision, they had to go through a process of accepting the facts or emotions at the time. The decision making by consumers on the theory and the results of previous research is also mentioned by the subject in this study. The subject stated that after being interested in a marketing content seen through the Tik Tok application, the subject searched for further information about the products offered through an existing review. If the reviews show positive results that add to the attractiveness of the product to the subject, the subject will immediately make a decision to make a purchase. On the other hand, there are subjects who make these decisions by being influenced by emotions that arise such as when they see the product being promoted is a trending product, so that consumers will be more competitive and have a sense of curiosity to immediately make a decision to make a purchase. From the existing explanation, it can be concluded that Tik Tok consumers respond to a sense of interest in the products in content marketing by making purchasing decisions. The results obtained will go through 2 processes and can determine whether consumers make purchases or vice versa.

5 CONCLUSIONS

From the results and discussions that have been carried out, the authors found that Tik Tok application users who have an interest in marketing content presented by business actors on the Tik Tok platform are due to unique, creative, trendy, and informative video packaging techniques. In addition, external factors can affect the interests of users, namely through marketing ideas by using influencers in promoting products. TikTok users will find it interesting, especially if the influencer that appears is their favorite and has a sense of trust from the users. The trend factor is also quite helpful because the dominant users of the Tik Tok application are millennials who are very easy to follow the flow of technological developments, so they have a special interest in having items that are trending among them. The end result of the interest process above is the determination of the decision making that will be carried out, whether the process that is passed will have an impact, namely whether the user makes a purchase or vice versa.

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**Proceedings of The International Conference on Psychology and Education (ICPE)
Vol. 1 (2023)**

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