

Tiktok Social Media Insights in Digital Marketing

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DOI: <https://doi.org/10.61796/icossh.v2i1.244>



Sections Info

Article history:

Submitted: January 30, 2025
Final Revised: February 28, 2025
Accepted: March 19, 2025
Published: March 31, 2025

Keywords:

Digital marketing
Insights social media
Marketing strategy
Creative content
Tiktok live

ABSTRACT

Objective: The development of technology and social media has changed the dynamics of digital marketing, with TikTok as one of the most prominent platforms. This article discusses insights into TikTok's use in digital marketing, highlighting how the platform offers a new approach to engaging with audiences. **Method:** This research uses qualitative methods to analyze data from various sources. **Results:** Through its For You Page (FYP) algorithm, TikTok leverages user behavior data to deliver relevant content, increasing engagement and brand reach. The TikTok Live feature provides opportunities for businesses, especially MSMEs, to interact directly with consumers, strengthening promotional strategies through real-time interactions. In addition, collaboration with influencers and personalized content has proven effective in increasing brand awareness and purchase intent. The results confirm the importance of creative and interactive content in attracting users' attention and encouraging them to make purchases. **Novelty:** TikTok offers a new approach to engaging with audiences by leveraging user behavior data and real-time interaction features, presenting unique advantages for businesses to boost brand awareness and drive purchase intent through creative, personalized content strategies.

INTRODUCTION

The development of technology and the internet has changed the way people communicate and access information. Social media, as one of the outcomes of this technological advancement, has become an integral part of everyday life. One of the platforms that has gained great attention in recent years is TikTok, a short video-based app that offers a creative and interactive content sharing experience[1]. In the context of digital marketing, TikTok offers new features and approaches that differ from other social media platforms[2]. From hashtag-based challenges to collaborations with content creators, TikTok provides a space for brands to connect with their audience authentically and creatively[3]. This article will discuss more about the insights of using TikTok in digital marketing. TikTok has not only changed the way people interact, but also offers a variety of valuable insights that can be used to design an efficient digital marketing strategy[4]. Insights on TikTok help understand audience behavior, content effectiveness, and the influence of marketing activities on business goals[5].

TikTok has become one of the most effective digital marketing platforms in the modern era[6]. With the For You Page (FYP) algorithm, TikTok leverages user behavior data to display relevant and engaging content[7]. Insights from user activity, such as popular trends, highest interaction times, and content preferences, provide great opportunities for businesses to reach a wider audience[8]. In addition, the use of viral music and visual effects is an important factor that can increase audience appeal and engagement[9].

TikTok's Live Streaming feature offers businesses, especially MSMEs, the opportunity to interact directly with consumers[10]. Insights generated from this feature, such as audience uptime patterns, comments, and questions during live broadcasts, provide useful insights for crafting effective promotional strategies[11]. TikTok Live also allows businesses to utilize real-time promotions such as flash sales, which are proven to significantly increase engagement and sales[12].

TikTok also provides insight into how personalized content can influence consumer purchase intent[13]. Collaboration with influencers is an effective strategy to increase brand awareness and create greater appeal[13]. In addition, content with high entertainment value is more likely to attract users' attention[14], this encouraging them to make a purchase[15].

By using insights from TikTok, companies can develop more targeted digital marketing strategies, maximize engagement, increase audience reach, and optimize business results through creative and trend-relevant approaches[16].

RESEARCH METHOD

The type of research used in this article is qualitative research, which is descriptive research and tends to use literature studies of existing articles. Qualitative research is research that does not use statistics but through data collection, analysis, and then interpretation.

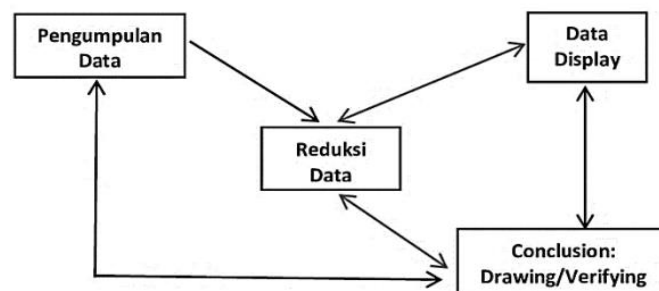


Figure 1. Flowchart.

The stages of qualitative method research:

1. Data Collection: Data collection was carried out to obtain the information needed in order to achieve the research objectives. Data collection was carried out on a predetermined sample.
2. Data display: designing the rows and columns of a matrix for qualitative data and finding the types or forms of data to be included in the matrix boxes.
3. Reducing data and categorizing data: the raw data that has been obtained by researchers needs to be filtered. Researchers need to choose which data is most relevant to be used in supporting the research process.
4. Drawing conclusions: The last stage of qualitative research is drawing conclusions from the research. The content of the conclusion should include all the important information found by the researcher.

RESULTS AND DISCUSSION

1. Data collection
 - a) TikTok as Digital Marketing Media in Indonesia by Cheryl Arshiefa Krisdanu and Kirana Sumantri (2023).
 - b) Analysis of TikTok Live Digital Marketing as a Strategy to Market Anjab Store MSME Products by Gunawan Aji, Siti Fatimah, Fatkhul Minan, and Muhammad Aufal Azmi (2022).
 - c) The Impact of Digital Marketing Through the TikTok Application on Purchase Intent" by Muhammad Rizky (2023).
2. Display Data

Table 1. Display data.

No	Reference	Description
1.	TikTok as Digital Marketing Media in Indonesia by Cheryl Arshiefa Krisdanu and Kirana Sumantri (2023).	TikTok has become one of the most effective digital marketing platforms in the modern era. With the For You Page (FYP) algorithm, TikTok leverages user behavior data to display relevant and engaging content. Insights from user activity, such as popular trends, highest interaction times, and content preferences, provide great opportunities for businesses to reach a wider audience. In addition, the use of viral music and visual effects is an important factor that can increase audience appeal and engagement.
2.	Analysis of TikTok Live Digital Marketing as a Strategy to Market Anjab Store MSME Products by Gunawan Aji, Siti Fatimah, Fatkhul Minan, and Muhammad Aufal Azmi (2022).	The TikTok Live feature offers a unique opportunity for businesses, especially MSMEs, to interact directly with consumers. Insights generated from this feature, such as audience uptime patterns, comments, and questions during live broadcasts, provide useful insights for crafting effective promotional strategies. TikTok Live also allows businesses to take advantage of real-time promotions such as flash sales, which are proven to significantly increase engagement and sales.
3.	The Impact of Digital Marketing Through the TikTok Application on Purchase Intent" by Muhammad Rizky (2023).	Work with local or global influencers who have an audience that matches the business's target market.

Use influencers to do product reviews or make brand ambassadors.

3. Data reduction and categorization

Table 2. Data reduction and categorization.

No.	Aspects	Findings / Data Categorization
1.	Marketing Effectiveness	<ul style="list-style-type: none"> • The For You Page (FYP) algorithm utilizes user behavior data to display relevant content. • Use of viral music and visual effects increases audience appeal and engagement
2.	TikTok Insight	<ul style="list-style-type: none"> • Insights from user activity, including popular trends and highest interaction times, help businesses reach a wider audience.
3.	TikTok Live feature	<ul style="list-style-type: none"> • An opportunity for MSMEs to interact directly with consumers.
4.	Consumer Behavior	<ul style="list-style-type: none"> • The influence of personalized content and influencer collaboration on purchase intention.

CONCLUSION

Fundamental Finding : This research shows that insights on TikTok social media can be identified through several key aspects that affect the number of sales generated by online marketing. The use of the For You Page (FYP) algorithm to leverage user behavior data, such as popular trends, highest interaction times, and content preferences, can increase sales on TikTok and increase the number of likes, comments, shares, and engagement on content. In addition, data insight management has proven effective in increasing sales on TikTok. **Implication :** The use of viral music, visual effects, and collaboration with content creators increases audience engagement and appeal. TikTok Live and similar features allow businesses, especially MSMEs, to interact directly with customers. Businesses can utilize information such as active time patterns. **Limitation :** Although the study highlights various influential TikTok features, it does not specify the exact metrics or comparative benchmarks to measure the extent of their impact across different business scales or industries. **Future Research :** Future research can explore longitudinal studies comparing various industries and measuring conversion rates before and after applying specific TikTok insights, such as FYP-based targeting, TikTok Live utilization, and collaboration strategies with content creators.

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