

Analysis of @alenvds Content Strategy in Fashion Product Marketing on the TikTok Platform

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ABSTRACT

Objective: This study aims to analyze the content strategies used by the TikTok account @alenvds in marketing fashion products, focusing on how content creators influence consumer behavior, particularly among Generation Z, through effective content marketing techniques. **Method:** A qualitative approach with content analysis was employed, examining video content and the use of TikTok's maximum features, such as unboxing videos, mix & match outfits, and interactive features like the bio link and yellow basket. **Results:** The findings reveal that @alenvds' content strategy effectively builds a personal brand and fosters closeness with the audience through personal storytelling. This strategy enhances impulsive buying behavior on the platform. **Novelty:** This research contributes to the understanding of TikTok's role in shaping consumer behavior through content marketing, supporting the relevance of Content Marketing Theory. The study aligns with previous research by Dewi (2023) and Saragih & Andriyansah (2023) on TikTok's promotional effectiveness, offering insights into successful strategies used by fashion influencers and the potential of TikTok Shop as a marketplace. This study highlights the increasing impact of social media platforms in contemporary digital marketing.

INTRODUCTION

In addition to internet connectivity, today's smartphones are equipped with a variety of increasingly sophisticated applications and features to support various user activities. The emergence of various video-making application platforms with a variety of interesting content indicates that the digital era is increasingly dominating smartphone users. Advances in information technology have revolutionized the way companies operate, particularly in the rapidly growing e-commerce sector. Amidst this digital transformation, digital marketing has become an important element in business strategy planning [1]. According to Kotler (2007:6), marketing is a social process in which individuals and groups interact with each other to obtain the goods or services they need and want [2]. This can be seen from the abundance of video content circulating on various social media platforms, including in Indonesia [3]. One platform that has capitalized on this trend is TikTok, which has successfully combined entertainment and shopping, creating an interactive and engaging shopping experience for its users.

According to Nasem, Iskandar, and Kusmiati (2022), TikTok is a social media platform that makes it easy for users to create short videos with various special effects. Various types of content can be produced through videos on TikTok. As one of the most popular social media platforms, it is increasingly demonstrating its significant role in reshaping the digital marketing landscape, particularly in the fashion industry [4].

Additionally, TikTok now features TikTok Shop, which supports direct buying and selling activities within the app [5].

Digital marketing, particularly through the use of social media platforms such as TikTok, has proven to be highly effective in influencing and shaping consumer behavior significantly [6]. The TikTok account @alenvds consistently implements a strong and focused content strategy in marketing fashion products. The strategy focuses on including a Link Bio in the account profile, utilizing the yellow shopping cart feature, and showcasing the promoted products in an engaging and authentic manner. This approach not only increases user interaction but also directly guides the audience to the sales platform, thereby reinforcing TikTok's role as one of the most effective and influential digital marketing platforms.

This research is supported by Content Marketing Theory. Marketing can also include digital marketing, which is the use of digital technology and media to achieve marketing targets, including through various online platforms [7].

The selection of the TikTok account @alenvds with 92.2 thousand followers as the object of research was based on its consistency in sharing fashion product review content that attracts the attention of audiences, especially Generation Z. @alenvds is able to optimally utilize various TikTok features such as the yellow basket and LinkBio, so that its content is not only entertaining but also encourages purchasing actions. In addition to having a large and active follower base, this account also demonstrates high levels of engagement and conversion, making it representative in examining the impact of content strategies on consumer behavior on digital platforms.

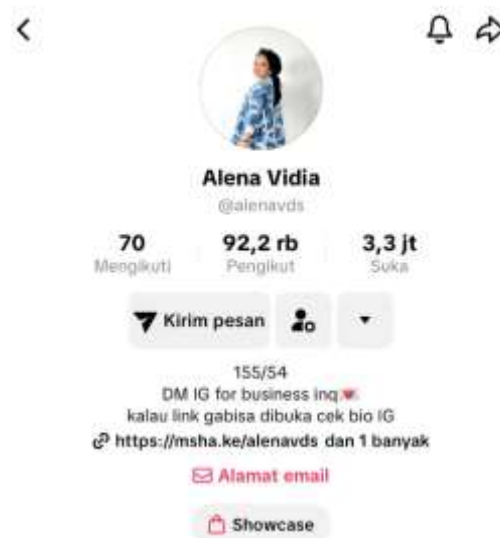


Figure 1

In a previous study conducted by Kemala Dewi (2023) entitled "Content Analysis of Marketing Communication Strategies in the Digital Age on the TikTok Application : A Case Study of the TikTok Account @zaaferindonesia". This study found that Zaafer Indonesia implemented a digital marketing communication strategy through TikTok by displaying promotional content that used attractive talents and a luxurious lifestyle to attract the attention of [8]. Then there was a study conducted by Cynthia Lawrence Saragih and Andriyansah (2023) entitled "PROMOTIONAL STRATEGIES TO INCREASE SALES ON THE TIKTOK PLATFORM". The results of this study indicate that TikTok is an effective social media platform for marketing strategies, through advertising, sales promotions, publicity, and events. These promotions aim to introduce products, attract buyers, and encourage transactions [9].

In addition, there is a study conducted by Rana Dewi Erfiati and Yudi Helfi (2023) entitled "Digital Marketing Analysis: TikTok Live Streaming Content Strategy for Marketing Affiliate Products." This study found that many content creators are currently interested in becoming affiliates, such as @louissescarlettfamily, who has successfully utilized TikTok livestreaming as a source of income. A structured content strategy, from research to pillar content, is needed to drive audience action and expand reach [10]. Then there is research conducted by Mufatikhatun Risqiyanti and Mohamad Maftuh Fauzi (2024) entitled "Fashion Product Marketing Strategies Using TikTok Affiliate". [11]The study found that TikTok Shop is one of the largest online markets in Indonesia, with consumers from various backgrounds. The research indicates that interaction, communication, and ethics in Affiliate Marketing play a crucial role in building customer trust. Furthermore, live product demonstration content is more effective in increasing interest and purchase decisions.

This study presents a novel approach by examining the content strategy of creator @alenvds in consistently marketing fashion products on TikTok. Its focus on the use of features such as the yellow shopping bag and LinkBio, which link directly to e-commerce sites, sets this study apart from previous research that generally highlights major brands or paid advertising.

Specifically, this research will answer how the content strategy used by the TikTok account @alenvds in marketing fashion products and utilizing the yellow basket and LinkBio features on TikTok.

RESEARCH METHOD

This study uses a qualitative approach with the aim of examining and understanding the processes that are taking place in real situations and obtaining more relevant information [12]. This study uses content analysis to examine the content strategy used by the TikTok account @alenvds in marketing fashion products. The analysis was conducted on several video contents uploaded by @alenvds from November 2024 to June 2025.

Data was collected through video documentation uploaded to the TikTok account @alenvds, then analyzed based on content marketing theory. The aspects analyzed

included content type, communication style, use of TikTok features (such as yellow baskets and LinkBio), and audience interaction. This study also considered content success indicators, such as the number of views, likes, comments, and shares.

RESULTS AND DISCUSSION

Results

TikTok is one of the most popular social media platforms today. This application allows users to share various types of creative content, such as video challenges, lip-syncing, music, dancing, and singing. With a huge number of users, TikTok provides vast opportunities to be used as an effective promotional medium [13]. In a digital era dominated by social media, TikTok has grown into a strategic platform for marketing, especially among Generation Z. The @alenvds account is one example of a content creator who has successfully utilized TikTok as a medium for promoting fashion products. Through an authentic approach, @alenvds demonstrates the use of products directly. This demonstration makes the audience feel like they are getting a firsthand experience before purchasing, thereby building trust and confidence in the products showcased. Additionally, @alenvds features mix-and-match content, combining one fashion item with various styles to highlight the product's versatility. This strategy not only showcases creativity in fashion but also provides styling inspiration for the audience, ultimately driving interest in more than one product within a single piece of content through visually appealing content.

Other strategies include utilizing the yellow basket feature, LinkBio links to e-commerce sites, and selecting products that are relevant to trends and audience needs. This approach not only increases user engagement, but also drives conversions through content that encourages impulsive purchases. Promotions and discounts provide an additional incentive for users to make immediate purchases, creating a sense of urgency. Additionally, the yellow shopping cart feature on TikTok serves as a direct link between brands and consumers. This feature not only serves as a promotional medium but also as an effective marketing communication tool in supporting brand marketing strategies [14]. Meanwhile, the Link Bio feature is an important element in digital marketing strategies for affiliates on social media, especially TikTok. Through links placed in their account profiles, affiliates can direct their audience to various e-commerce platforms, product pages, or digital catalogs that they promote. This makes it easy for followers who are interested in the products featured in the video to access and make purchases without having to search for them manually. By integrating affiliate links, every click and purchase made by users will automatically be recorded as commission for affiliates. Digital marketing strategies enable e-commerce companies to build stronger relationships with customers, increase satisfaction levels, and strengthen consumer loyalty [15].

This research is supported by Content Marketing Theory, which serves as the main basis for analyzing the strategies used by @alenvds in promoting fashion products.

According to Pulizzi (2013), content marketing is a process in the world of business and marketing that focuses on the creation and distribution of valuable and interesting content, with the aim of attracting attention, acquiring, and building the engagement of the target audience in order to encourage actions that are beneficial to the company [16]. [17] According to Sangen et al. (2018), content marketing is a marketing strategy that emphasizes the creation and distribution of valuable and relevant content to attract and retain consumers. The key is not just the amount of content, but understanding the needs of the audience and presenting content that supports the achievement of business objectives.

@alenvds applies this principle by creating informative and engaging content, such as video reviews, product demonstrations, and fashion mix and match inspiration, which not only advertises products but also provides added value in the form of style ideas, shopping references, and reviews that are trusted by the audience. The content presented feels natural and not too "salesy," thereby building emotional connections and trust with followers.

The researcher observed several pieces of content on the TikTok account @alenvds by watching and analyzing the videos uploaded. The observation was conducted by paying attention to four marketing strategies, such as how @alenvds shapes (Context) information, including the form of the message itself, visual appearance, and message content. Then (Communication) how @alenvds shares information and responds so that the audience feels comfortable and the message is conveyed effectively. Next (Collaboration) how @alenvds collaborates with brands to foster loyalty toward the products used. Lastly (Connection) how @alenvds maintains and nurtures the relationships established with the audience.



Figure 2.

As a fashion influencer on TikTok, @alenvds shares information about how she reviews products by wearing them directly and discussing their quality. Her honest, engaging, and straightforward content style showing the results of using the products has earned her the trust of many brands and the admiration of her audience.



Figure 3.

Using the unboxing method, she opens fashion product packages directly in front of the camera, showing the details of the materials, colors, and quality. After that, she tries on and reviews the product honestly, conveying how comfortable it is to wear and matching it with various fashion styles. The combination of visual unboxing and personal opinions has made @alenvds a trusted source of authentic fashion references on TikTok.



Figure 4.

@alenvds effectively directs her audience to visit the link in her bio by including the product link number and steps to visit the product link in the content caption, encouraging her audience to directly access the link connected to the e-commerce.

Platform without having to search manually. This strategy makes the purchasing process feel quick and easy for her followers.



Figure 5.

The bio link is strategically displayed in the main profile section, right below the username and short description. When users click on the link, they are immediately directed to an integrated e-commerce page displaying various fashion products that have been recommended in the video content. This display makes it easy for the audience to make quick transactions without having to search for products manually, strengthening the connection between promotional content and instant purchasing decisions.



Figure 6.

In addition to including it in the caption, @alenvds also included a link code in the bio that was directly linked to e-commerce on several photo slides that she displayed. By conveying information and communicating correctly, @alenvds successfully invited her followers to visit the bio link that was included in the main profile section.



Figure 7.

@alenvds also utilizes TikTok's yellow shopping cart feature as an effective marketing strategy. By linking products directly in her content, she makes it easy for her audience to purchase items that are being reviewed or used without having to leave the app. This feature is maximized through engaging content such as product demonstrations. The combination of a personal communication style and easy product access makes the yellow shopping cart feature a powerful tool for driving sales conversions.



Figure 8.

As a fashion influencer known for her unique and authentic style, @alenvavs collaborated with a local thrift store to promote sustainable fashion. In this collaboration, @alenvavs curated a number of outfits from the thrift store's collection. With her distinctive style, she successfully attracted the attention of Gen Z audiences to appreciate secondhand fashion more, while significantly boosting the visibility of the thrift store.



Figure 9.

@alenvavs utilizes her strength in creating aesthetic and relatable content. She shares her personal experience using Crusita perfume, from unboxing, first impressions, to daily use. With a storytelling video concept that blends with her lifestyle, @alenvavs successfully shows how Crusita perfume complements her appearance. This collaboration not only increases brand exposure but also encourages positive interaction from audiences interested in trying the product.



Figure 10.

@alenvds often responds to audience comments through video content packaged with a simple and easy-to-understand *storytelling* approach. The casual tone of voice, accompanied by coherent narration and supporting visuals, makes viewers feel close to her. This approach not only answers questions, but also builds trust and emotional closeness with her followers.



Figure 11.

In each of her video posts, @alenvds actively engages with her followers. One form of interaction she consistently does is responding to audience comments one by one, especially those asking about product codes or links in her bio. This quick and personal

response shows her concern for her audience's needs and is one of the factors that strengthens her followers' loyalty.

Discussion

The results of this study show that the TikTok account @alenvds consistently implements effective content strategies in marketing fashion products through four main approaches: Context, Communication, Collaboration, and Connection. In terms of Context, @alenvds is able to create a strong narrative in each of its posts. It not only displays products, but also creates situations that are relevant and relatable to the audience, such as daily outfits, preparations for certain events, or fashion recommendations based on the season and current trends. The message is conveyed in a light style, with attractive visuals and concise yet informative packaging, thereby building audience interest and trust. In terms of Communication, @alenvds actively interacts with her audience through comments and captions. She often answers questions about products, provides additional tips, or creates follow-up content based on her followers' requests. This creates two-way communication that makes the audience feel valued and more involved in every piece of content shared. In terms of Collaboration, this account also demonstrates its ability to work with various fashion brands. These collaborations are not only seen in the form of promotions, but also in the delivery that continues to prioritize @alenvds's distinctive style. She displays products naturally, as if they were part of her personal style, which makes the content feel less forced or overly commercial. This approach builds trust and loyalty towards the promoted products. Finally, in terms of Connection, @alenvds is able to maintain long-term relationships with her audience. She regularly uploads content that aligns with her followers' needs and interests, while maintaining her distinctive style of speaking and content presentation. This creates consistency and emotional closeness between the creator and the audience, which is a key strength in maintaining engagement and marketing effectiveness.

The study found that the content strategy implemented by @alenvds not only increased audience interaction and engagement, but also successfully encouraged impulsive purchasing decisions through a personalized and interactive approach. One notable finding is the effectiveness of strategically incorporating the yellow shopping cart feature (TikTok Shop) into daily fashion content and utilizing bio links listed on the profile page, thereby encouraging audiences to make purchases without feeling like they are being promoted to.

In addition, it was found that consistency in delivery style and authenticity in sharing personal experiences were key factors that made @alenvds' content trusted and eagerly awaited by the audience. Regular interaction in the comments section also strengthened the emotional connection between the creator and her followers, which had a direct impact on their loyalty to the brands she promoted.

CONCLUSION

Fundamental Finding : This study demonstrates that the TikTok account @alenvds successfully employs a content strategy based on Context, Communication, Collaboration, and Connection to effectively market fashion products. The use of

interactive features like the yellow shopping cart and bio links, alongside authentic and engaging content, helps build trust and influences purchasing behavior. **Implication** : The findings suggest that TikTok should continue to develop and refine features that support professional digital marketing, enhancing the platform's role as an ecosystem for both entertainment and measurable marketing activities. For content creators, maintaining a consistent identity, prioritizing interactive communication, and balancing commercial interests with valuable content is essential for fostering audience loyalty and engagement. **Limitation** : However, this study is limited by its focus on a single TikTok account, which may not represent broader trends or strategies across different content creators and industries. **Future Research** : Future studies could explore content strategies across various industries and multiple TikTok accounts to identify generalized patterns, as well as investigate the long-term effectiveness of TikTok marketing strategies in comparison to other social media platforms.

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