

# Evaluating the Impact of TikTok Promotions on Online Shops: Literature Study Approach

Social Media  
Promotion

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## ABSTRACT

This research analyzes the impact of promotion via TikTok on online shops and finds that using TikTok as a promotional tool has a significant positive effect. TikTok, with its appeal of creative and interactive short video content, allows online shop owners to reach a wider audience and increase their brand exposure. The results of this research show good improvements in terms of brand awareness, sales growth, and stronger relationships between customers and brands. In addition, TikTok provides an ideal platform for promotions that attract shopper attention, such as discounts and free shipping. Thus, this research confirms that promotion via TikTok is an effective strategy and has a positive impact on online shops in expanding their market share and increasing their sales results.

**Keywords:** Tiktok, Promotion, Online shop, Marketing

## ABSTRAK

Penelitian ini menganalisis dampak promosi melalui TikTok terhadap online shop dan menemukan bahwa penggunaan TikTok sebagai alat promosi memiliki efek positif yang signifikan. TikTok, dengan daya tarik konten video pendek yang kreatif dan interaktif, memungkinkan pemilik online shop untuk mencapai audiens yang lebih luas dan meningkatkan eksposur merek mereka. Hasil penelitian ini menunjukkan peningkatan yang baik dalam hal kesadaran merek, pertumbuhan penjualan, dan hubungan yang lebih kuat antara pelanggan dan merek. Selain itu, TikTok memberikan platform yang ideal untuk berbagai promo yang menarik perhatian pembeli, seperti potongan harga dan pengiriman gratis. Dengan demikian, penelitian ini menegaskan bahwa

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## INTRODUCTION

TikTok is a social media platform where users can share short videos, usually between 15 and 60 seconds long. Users can upload various types of content, from dance, humor, tutorials, lip-syncing, to sharing their creative ideas in the form of short videos. Additionally, TikTok has advanced features such as a powerful recommendation algorithm, which allows users to find content that matches their interests (MacKinnon et al., 2021; Pieter et al., 2021; Budiman, 2022). Promotion is a communication process that aims to convey information, data and the advantages of a product or service to the wider community. In this process, promotional officers or parties responsible for promotions make various efforts to provide potential audiences with an understanding of the product or service being promoted. (Putriani, 2023).

TikTok has become very popular among millennials and generation Z, and many businesspeople and digital marketers have started utilizing the platform to promote their products and services. They can collaborate with influential users (influencers) on TikTok or create attractive creative advertisements to reach a wider audience. (Ramadan, 2023). Online buying and selling activities via E-Commerce platforms have experienced a significant increase, driven by the high number of internet users in Indonesia (He & Li, 2022). With the help of Android-based mobile applications, internet users can easily download several online buying and selling platform applications on their mobile phones, resulting in significant growth in e-commerce and providing easier and faster access to products and services through such platforms. (Evi, 2022).

The aim of this research is to comprehensively evaluate the influence of the TikTok platform on online shop (*olshop*) promotional efforts, focusing on aspects such as increasing visibility, sales, consumer engagement, influence on brand image, and growth of followers and customers. This analysis aims to help online shops measure the success of TikTok promotional campaigns, identify potential improvements, and direct more effective marketing strategies in achieving business goals and expanding the online shop market in Indonesia.

## LITERATURE REVIEW

TikTok, known as Douyin in China, is a social media and short video sharing platform that was first launched in September 2016 by Chinese technology company ByteDance. The app was initially only available in China and gained rapid popularity in its domestic market. Then, in 2017, ByteDance launched an international version of TikTok which could be downloaded and used all over the world. TikTok is quickly becoming a global phenomenon, especially among the younger generation (Subiakto, 2023). The app allows users to create, edit, and share short videos, often with background music or audio, and has a variety of creative features that allow users to express themselves and interact with other users. TikTok is a social media and short video sharing platform that has various uses, including as a means of entertainment that inspires creative trends, as a marketing and promotional tool for businesses and brands, as a platform to connect with communities and other users through mutually supportive content, as a source of education and knowledge, as well as a platform for musicians and artists to introduce their work to a wider audience.

TikTok has played a significant role in shaping digital culture and providing opportunities for individuals and business entities to participate in its creative ecosystem. (Sa'adah, 2022). Marketing is a strategic approach used by companies or organizations to create value and promote products or services to target markets (Grönroos, 2008; Dean & Pacheco. 2014). It involves a number of activities, including planning, promotion,

distribution, and pricing of products or services with the aim of meeting consumer needs and wants, as well as achieving larger business goals. Marketing involves a deep understanding of the target audience, market analysis, and the use of appropriate strategies to build positive relationships with customers, increase brand awareness, and ultimately increase sales or participation in services (Sutrisno, 2022; Handley & Kobiela, 2022).

One form of marketing activity is promotion, which aims to communicate, promote and inform a product, service or brand to a target audience with the aim of increasing consumer awareness, interest and desire to buy or use the product or service. Promotion involves a variety of strategies and tools, such as advertising, direct selling, sales promotions, content marketing, and other activities designed to influence consumer perceptions and behavior. The goal is to create positive incentives for customers, differentiate a product or brand from competitors, and encourage consumers to take a desired action, such as making a purchase or signing up for a service. (Nurfitri, 2023).

TikTok has had a significant impact on the social lives of its users, especially in the context of side hustle opportunities. Many students and other individuals have utilized these platforms to promote advertisements or carry out activities known as “endorsements,” because they have high appeal in terms of the number of video views (views) and number of followers (followers). The impact is that many entrepreneurs and online shops are interested in marketing their products through this platform, creating mutual benefits between TikTok users and business people. TikTok users who have lots of views and followers can receive payments from online shops who want to promote or endorse their products, while online shops will become known more quickly to the wider community, increasing their sales opportunities. This creates side hustle opportunities and helps businesses grow, as well as allowing for increased knowledge and exposure for the various products and services being marketed. (Rahmawati, 2022).

## **RESEARCH METHODS**

The research method applied in this article uses a literature study approach. Researchers used 4 previous articles with the main theme “The impact of TikTok as an online shop promotion”. The main aim of a literature study is to gain an in-depth understanding of the latest knowledge developments in a particular domain. This process involves collecting, analyzing, and interpreting works of literature relevant to the research topic. In selecting literature sources, researchers apply specific criteria, including perhaps limitations to certain time periods or sources. Literature data collection was carried out using a detailed search strategy, using certain keywords or databases. Literature analysis involves specific approaches, such as content analysis or meta-analysis, to identify relevant findings.

During literature evaluation, researchers establish criteria to assess the quality and relevance of each included literature source. The results of literature analysis are not only used to understand knowledge development, but also to identify barriers or knowledge gaps in the relevant domain. These findings formed the basis for the establishment of a strong theoretical framework, which in turn guided the design of the study and formulated relevant research questions. This literature study not only aims to fill knowledge gaps, but also makes a significant contribution to existing scientific literature. Additionally, this article reflects ethical considerations in the collection and use of literature, such as copyright and principles of ethical scientific writing. Thus, through careful literature study research methods, this article is expected to provide new insights, strengthen the theoretical basis, and make a meaningful contribution to the development of knowledge in the domain studied.

## **RESULTS AND DISCUSSION**

Research from Sugiarti (2022) shows a fairly high level of effectiveness and marketing efforts carried out through TikTok provide positive results in terms of increasing awareness and reaching the desired audience. wider for the @somethincofficial account

(Pieter et al., 2021; Martini et al., 2021). This research places emphasis on the importance of TikTok as an influential online marketing tool in increasing brand exposure and recognition. The results of this research show that the strategy used by @somethincofficial in utilizing TikTok as a marketing tool has proven effective, which can provide a strong foothold to continue developing the same marketing approach and even expand marketing efforts on this platform.

Meanwhile, research from Febriyanti & Arifin (2023) shows that agent Yuyun from Justmine Beauty skincare in Lamongan has proven a significant positive influence on sales of this brand's products. This marketing strategy allows Justmine Beauty to expand their target market reach through popular and widely used platforms such as TikTok and Instagram. This, in turn, has increased exposure and brand awareness among users who have the potential to become consumers. Then, the online marketing approach through these platforms has been effective in strengthening Justmine Beauty brand awareness. Yuyun Agent has succeeded in attracting attention and building a strong brand image among users by presenting interesting and informative content on TikTok and Instagram. Through video tutorials, beauty tips, and content that provides other useful information, they have succeeded in conveying the benefits of their products directly to their audience, creating a positive bond between the brand and potential consumers.

An article from Putri (2023) found that TikTok, owned by Dhinda Hijab, has now become one of the most active promotional media compared to Instagram and Shopee. This is due to a number of factors that make TikTok a very effective platform in facilitating product promotion. One factor is the live feature which facilitates direct communication between sellers and buyers, creating more personal and real-time interactions. In addition, TikTok offers various promotions that attract buyers' attention, such as discounts and free shipping, which consumers can easily access. From a seller's perspective, administration costs on TikTok also tend to be lower than other social media, making it more cost efficient. In addition, promotions on TikTok have a positive impact in increasing brand awareness and increasing sales, because this platform has a wide reach, especially among the younger generation who are active in shopping online.

Recent research from Gusdini (2023) states that through the use of the TikTok Shop application, the sweet potato chips industry center has been successful in introducing and promoting its products, with an impact that extends beyond the city. Workers in the sweet potato chips industry must practice efficient time management in order to carry out live sessions in the TikTok Shop application, which will increase their visibility on the "For You" (FYP) page. As a result, revenues from the sweet potato chips industrial center have increased significantly, reaching the previously desired market target.

## CONCLUSION

In conclusion, analysis of the impact of TikTok promotion on online shops shows that the use of TikTok as a promotional tool has a significant positive impact. TikTok is able to effectively increase the visibility and exposure of a product or brand among a wide audience. With the appeal of creative and interactive video content, TikTok provides online shop owners with the opportunity to reach potential audiences in an engaging and attention-grabbing way. This positive impact can be seen in increased brand awareness, sales growth, and stronger relationships between customers and brands. Therefore, promotion via TikTok has been proven to be an effective strategy in supporting the success of online shops in their marketing.

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