

EXPLORING THE EFFECTIVENESS OF USING TIK TOK AS A MEDIA FOR PROMOTION: A CASE STUDY OF YOUTH INTENTION TO BUY PRODUCTS*MENGEKSPLORASI EFEKTIFITAS PENGGUNAAN TIK TOK SEBAGAI MEDIA PROMOSI: STUDI KASUS NIAT KAUM MUDA MEMBELI PRODUK*

By:

Gabriela M. Pieter¹**James D.D. Massie²****Regina T. Saerang³**

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University, Manado

E-Mail:

[1gabymariapieter@yahoo.co.id](mailto:gabymariapieter@yahoo.co.id)[2jamesmassie@unsart.ac.id](mailto:jamesmassie@unsart.ac.id)[3regina.saerang@unsrat.ac.id](mailto:regina.saerang@unsrat.ac.id)

Abstract: The more creative a promotional activity, the stronger the marketing appeal to consumer purchase intentions. Moreover, using technological advances in marketing activities. Therefore, many business people use various ways to compete in the market, one of which is using social media applications in product promotion activities so that these products can be quickly recognized by many people. One form of marketing activity that can quickly disseminate information about a product and the introduction of a product's brand is social media marketing. This research aims to explore the effectiveness of using TIK TOK as a media for promotion (A case study of youth intention to buy products). Researchers conducted this research through qualitative methods. The sampling technique that will be used is purposive sampling. Knowing that the population is huge in number, therefore, for this research, the researcher took only 15 representative respondents of each field. The respondents or informants of this research are the youth users of the TIK TOK application, who are interested in the marketing content from this app, which is the promoting product's content using this application. This research had two variables in order to explore the effectiveness of using TIK TOK as a media for promotion: a case study for youth intention to buy products, which is social media marketing on TIK TOK and Intention to buy products. The result after conducting the interview, almost all of them are viewers, but some of them are also viewers and content creators but they are not that intense in creating content. Many of them like product promotional content such as skincare and outfits, but some of them also like other promotional content such as electronic products, food promotions, unique stuff, and also products for motorbikes.

Keywords: social media marketing, intention to buy, promotional content, Tik Tok, youth.

Abstrak: Semakin kreatif suatu kegiatan promosi, semakin kuat daya tarik pemasaran terhadap niat beli konsumen. Apalagi memanfaatkan kemajuan teknologi dalam kegiatan pemasaran. Oleh karena itu, banyak pelaku bisnis menggunakan berbagai cara untuk bersaing di pasar, salah satunya dengan menggunakan aplikasi media sosial dalam kegiatan promosi produk agar produk tersebut dapat cepat dikenal oleh banyak orang. Salah satu bentuk kegiatan pemasaran yang dapat dengan cepat menyebarluaskan informasi tentang suatu produk dan pengenalan merek suatu produk adalah pemasaran media sosial. Penelitian ini bertujuan untuk mengetahui keefektifan penggunaan TIK TOK sebagai media promosi (Studi kasus niat membeli produk anak muda). Peneliti melakukan penelitian ini melalui metode kualitatif. Teknik pengambilan sampel yang akan digunakan adalah purposive sampling. Mengingat jumlah populasi yang sangat banyak, maka untuk penelitian ini peneliti hanya mengambil 15 responden yang mewakili masing-masing bidang. Responden atau informan penelitian ini adalah para remaja pengguna aplikasi TIK TOK yang tertarik dengan konten pemasaran dari aplikasi ini yaitu konten promosi produk menggunakan aplikasi ini. Penelitian ini memiliki dua variabel untuk mengetahui keefektifan penggunaan TIK TOK sebagai media promosi: studi kasus niat kaum muda membeli produk, yaitu pemasaran media sosial di TIK TOK dan Niat membeli produk. Hasil Setelah melakukan wawancara, hampir semuanya adalah viewers, namun sebagian dari mereka juga viewers dan pembuat konten tetapi tidak begitu intens dalam membuat konten. Banyak dari mereka yang menyukai konten promosi produk seperti skincare dan outfit, namun ada juga yang menyukai konten promosi lainnya seperti produk elektronik, promosi makanan, barang-barang unik, dan juga produk sepeda motor.

Kata Kunci: pemasaran media sosial, niat untuk membeli, konten promosi, Tik Tok, anak muda.

INTRODUCTION

Research Background

Nowadays, the rapid development of technology, followed by the development of social media applications from time to time, make it easier for users to access any application using the internet network anywhere and anytime. Social media is the media used by consumers to share text, images, sound, and video information with other people and companies, and vice versa (Kotler and Keller, 2016). Throughout the technological sophistication, social media can be enjoyed using a mobile phone, so that many companies are competing to create unique mobile applications that can attract people's attention to use it. Many mobile applications have made major changes to user behavior, so that they become one of the entertainment media that gets great attention, and is able to attract people to use it at any time. There are many applications that have succeeded in being at the top of applications that are booming or Go Viral, according to their respective benefits, but there is one application that is used by all people around the world, all ages, all gender. This application is Tik Tok. "VIRALITY" can be defined as the likelihood of something being shared and spread widely among different users, readers, or customers online. Some examples of things that can go viral are blog posts, websites, apps, games, or products (Written by Sophia Bernazzani).

TIKTOK is a short video application that provides users with many unique features to express their creativity. TIKTOK is a free short video making application that is available on both the App Store and Google Play. It is easy to scroll up and down to watch various videos, comment, download, and share, make duets, and use different filters and sounds. It was first launched by DOUYIN in China in September 2016 and later introduced by Byte Dance in 2017 for markets outside China. It is the fastest growing platform in the world in the social media category and is available in 155 countries and 75 languages which makes it easily accessible to people around the world. TIKTOK is available in over 150 markets around the world, in 39 languages. The latest available official statistics show that there are 500 million TIKTOK users around the world (monthly active users). The 500 million figure, however dates back to an official announcement in July 2018. Byte Dance has not released anything more recent. We can assume that given its huge popularity, the figure is higher. In September 2019, TIKTOK VP Blake Chandlee suggested that while it was not up to 1 billion, it was not at half that level either. Hootsuite and We Are Social have set the figure at 800 million. This would make it the sixth-most used social app in the world. Only the various Facebook properties, YouTube, and WeChat rank ahead of it. TIK TOK application users in the world is increasing very rapidly, including Indonesia. The increase of the TIKTOK users, certainly opens big opportunities for this applications to make this app more useful, not just an application for social content such as: funny content or maybe dancing content and so on, but also marketers can use this app for running their business.

Through the creativity of marketers, by using technological advances, they create marketing content using TIK TOK application. Many products also used for the content, such as beauty products, skincare, foods, clothing, electronic products, and so on, which are indirectly promote certain products using this application, and get easily attract the other users (buyer) to know the products and decided to buy. In Indonesia, many marketers use this application as a media to promote various products, and become a trend among young people. This trend is known as #RACUNTIKTOK. This trend is the TIK TOK content created by marketers that provides information about the products or other interesting information about the products, to attract the attention of users who see the content, so that users will participate in buying the product. In fact, some of the users also participate in promoting the products by creating video content and providing their honest reviews of the use of the products. This trend has become a trend among youth TIK TOK users in Indonesia to find out what product are suited for them according to their- needs.

One of the popular content is #RACUNTIKTOK skin care. Lots of people recommend various types of skincare, starting from local brand skincare products to international brand products, with various uses and benefits. Youth people in Manado who are using this app have also known this trend. From this trend, many of them are interested in trying various products offered by the official brand's accounts, by the seller, or by content creators who recommend certain products based on their personal experience using the product itself. However, using this application is accompanied by several problems along with risks. Because to know the effectiveness of TIKTOK mobile application in its use as a media or a tool that support social media marketing means finding out is it working or not, do the customers/ users get intention to buy the products that has been promoted by using this application, or maybe they just skip and look for other profitable platform because the problem is how consumers respond to the use of this application as a tool for promotion that can affect buyer's intentions.

Research Objectives

The objective that is going to be accomplished by this research is:

1. To find out the effectiveness of TIKTOK application as a media for promotions.
2. To know the youth user's responses about the use of TIKTOK application as a media for promotions.

THEORETICAL FRAMEWORK

Marketing

Marketing as it is known is the essence of a business. Without marketing, there is no such thing as a company, but what is meant by marketing itself people still feel confused. Definition of marketing according to Kotler (1997) is a social process and managerial in which individuals and groups get what they need and want by creating, offering, and exchanging products with other parties. Many consider this field identical or equal to the sales field. Truly marketing has a broad meaning rather than sales. The sales sector is part of the field marketing, as well as being the most important part of the marketing field itself. Marketing means working with the market to realize potential exchange with the intention of satisfying needs and wants human. If the company pays more attention to continue constantly following their changing needs and new desires will have no difficulty recognizing the opportunities. Because consumers are always looking for the best for their lives and of course at an affordable price and with a quality well, that's what triggers sharper competition which makes the sellers feel increasingly difficult to sell its products in the market.

Marketing Mix

Marketing involves a number of activities. To begin with, an organization can decide on the target customer group to be served. According to Kotler and Armstrong (2008), marketing mix is a set of controllable variables that companies can use to influence buyer responses. Variables that can be controlled in this context refer to 4 'P [product, price, place (distribution), and promotion]. Each company strives to build a 4'P composition, which can create the highest level of customer satisfaction and at the same time fulfill its organizational goals. Every producer or company that wants to apply the marketing mix, must consider the needs of target customers. The marketing mix varies from one organization to another depending on available resources and marketing objectives.

Social Media Marketing

Digital and social media marketing allows companies to achieve their marketing objectives at relatively low cost (Ajina, 2019). Facebook pages have more than 50 million registered businesses and over 88 % of businesses use Twitter for their marketing purposes (Lister, 2017). Digital and social media technologies and applications have also been widely used for creating awareness of public services and political promotions (Grover et al., 2019).

Engagement Marketing

A firm's deliberate effort to motivate, empower, and measure a customer's voluntary contribution to the firm's marketing functions beyond the core, economic transaction (i.e. customer engagement). The effectiveness of engagement marketing depends on the firm's ability to identify and leverage customer-owned resources (Hollebeek et al. 2016). Assessments of customer value from this perspective pertain to the value of customer-owned resources and potential future contributions to the firm's marketing functions (Kumar et al., 2010).

Promotional Mix

This is done by using promotional tools. Promotion is a core ingredient in the marketing campaign, consisting of a collection of incentive tools, mostly short-term, designed to stimulate the purchase of a faster or larger on specific products or services by consumers or trade (Kotler and Keller, 2012). Promotion can use the elements of audio and visual communication to marketing, with a view to providing a message to the market (Assauri, 2012). Kotler and Keller (2012), there are the element promotional mix such as:

1. Advertising: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, Web page), and display media (billboards, signs, posters).

2. Sales promotion: A variety of short-term incentives to encourage trial or purchase of a product or service including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for sales reps).
3. Events and experiences: Company-sponsored activities and programs designed to create daily or special brand-related interactions with consumers, including sports, arts, entertainment, and cause events as well as less formal activities.
4. Public relations and publicity: A variety of programs directed internally to employees of the company or externally to consumers, other firms, the government, and media to promote or protect a company's image or its individual product communications.
5. Direct marketing: Use of mail, telephone, fax, e-mail, or Internet to communicate directly with or solicit response or dialogue from specific customers and prospects.
6. Interactive marketing: Online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services.
7. Word-of-mouth marketing: People-to-people oral, written, or electronic communications that relate to the merits or experiences of purchasing or using products or services.
8. Personal selling—Face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

Previous Research

Walid Nabil Iblasi, Dojanah M.K. Bader, and Sulaiman Ahmad Al-Qreini (2016) investigated the impact of Social Media as a marketing tool on Purchasing Decisions. In order to achieve the paper purposes, the researchers collected the information from SAMSUNG customers through designing a questionnaire according to the goals and hypotheses of the paper. The questionnaire was distributed to a sample of (93) in 3 branches of SAMSUNG Company, and we reached the following outcomes: (1) The results showed that all members of the study sample with different percentages spend long time using social media websites which indicates that these websites are a fertile and rich place to practice E-marketing and to influence the consumers purchasing decisions; (2) The study proved that there is an impact of using social media websites as a marketing tool on the stages of purchasing decision (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) which encouraging going toward using the social media in E-marketing.

Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sanny (2020) investigated whether Social Media Marketing Activity (SMMA) carried out by companies/brands have a positive impact on their brand equity, e-WOM distribution on social media and customers' purchase intention. The objective of this paper is to investigate the impact of SMMA towards customers' purchase intention. The researchers tried to survey the results of previous studies to give more benefits to the readers and researchers in this area of study. Research data was collected using an online questionnaire survey of 114 participants of Instagram users in Indonesia. The results of structural equation modelling supported the current model's validity and indicated a positive effect of SMMA towards brand equity. Moreover, brand equity had a positive impact on e-WOM; and e-WOM maintained a positive influence towards customers' purchase intention. Finally, SMMA also has showed a direct impact to customers' purchase intention.

M. Nick Hajli (2014) developed a multidisciplinary model, building on the technology acceptance model and relevant literature on trust and social media, has been devised. The model has been validated by SEM-PLS, demonstrating the role of social media in the development of e-commerce into social commerce. The data emerging from a survey show how social media facilitate the social interaction of consumers, leading to increased trust and intention to buy. The results also show that trust has a significant direct effect on intention to buy. The perceived usefulness (PU) of a site is also identified as a contributory factor.

Conceptual Framework

This discussion shown the conceptual framework from the variables, that will be shown in Figure 1.



Figure 1. Conceptual Framework
 Source: *Data Analysis Method (2021)*

RESEARCH METHOD

Research Approach

This research uses a qualitative methodology to study the Exploring the effectiveness of using TIK TOK as a media for promotion: a study case of youth intention to buy products. According to Best and Kahn (2007), "The term descriptive research has often been used incorrectly to describe three types of investigation that are different. Descriptive research is a research method that try describe and interpret object appropriate with situation (Best, 1982). According to Gay (1987), descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer questions concerning the correct status of the subject of the research. The descriptive research determines and reports the way things are.

Population, Sample and Sampling Technique

The target population and sample are explained below, include the sampling technique and sampling size, to describe the respondents' or informants' criteria before doing the research

Population

In a research, population can be defined as the target of the research, respondents or participants that help the researcher by giving information that is related with the research topic. According to Sugiyono (2010), population is geographic generalization there are: object/subject has quality and certain of characteristic that set by researcher to learning then make the conclusion. Population is the whole of research subject (Arikunto,1998). The researcher's target of this research is youth or young people in Manado, who are using TIK TOK Mobile Application.

Sample

Selection of the sample is very important step in conducting a research study. Sample were participants that represent a population. Accordingly, a sample is a random selection of members of a population. Sample is a portion of a population (Ary, Jacobs, and Sorensen, 2010).). It is a smaller group drawn from the population that has the characteristics of the entire population. Sample is the subset or subgroup of population (Sekaran and Bougie, 2010). Sample in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before. In order to achieve the paper purpose, the researcher collected the information/data from 15 respondents (youth users) of TIK TOK application in Manado. The respondents will answer several questions from researcher.

Simple Technique

Sample techniques that will be used is purposive sampling. According to Sugiyono (2012), purposive sampling is a technique to collect sample of data source with some considerations like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation. Knowing that the population is huge in number, therefore, for this research, the researcher took only 15 representative respondents of each fields.

Data Collection Method

Data collection method is important by providing useful information to understand the process before gaining the result. Data collection method divided into primary and secondary.

Primary Data

For the purposes of this research, in depth interviews were used. In depth interviews are personal and unstructured interviews, whose aim is to identify participant's emotions, feelings, and opinions regarding a particular research subject. Accordingly, in depth interview is a qualitative research technique which is used to conduct intensive individual interviews where numbers of respondents are less and research is focused on a specific product, technique, situation or objective. In-depth interview is an unstructured one-to-one discussion session between a trained interviewer and a respondent (Hair et al., 2015). In this research, the interviews were held face-to-face. Leedy and Ormrod (2001) stated that interviewing involves much more than asking questions. The questions are well planned and carefully worded to yield the kind of data the researcher needs to answer the research questions.

Data Analysis Method

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions. According to Miles and Huberman in Sekaran and Bougie (2010), there are generally steps in qualitative data analysis:

- Data Collection, is the process where the researcher found information or data from any kind of source such as books, internet website and gather deeper information from the informant.
- Data Reduction, involves selecting, simplifying and transforming the data to make it more manageable and understandable.
- Data Display, helps qualitative researches to organize information and view it in a way that enables them to identify linkages and develop explanations that relate their findings to existing theories.
- Drawing and Verifying Conclusion, drawing conclusion involves deciding what the identified themes and patterns and how they help to answer the research question. Verification involves checking and re-checking the data ensure the initial conclusions are realistic, supportable and valid.

RESULT AND DISCUSSION

Description of Research Object

The research object is youth users of the TIK TOK mobile application in Manado. A mobile application is an application designed to be installed and used on a mobile device, whether a tablet or a smartphone and is generally distributed by app stores and play store in here the researchers are focusing on the more specific type of application which is TIK TOK application. The respondents or informant of this research are the youth users of the TIK TOK application, who are interested in the marketing content from this app, which is the promoting product's content using this app that becomes a trend as we called #RACUNTIKTOK.

In the table below are the list of informants or respondents of this research with their personal information.

Table 1. List of Informants

No.	Name	Gender	Profession	Ages
1.	Tisilia Manengal	Female	Student	23
2.	Inry Sendow	Female	Student	23
3.	Dzaky Fandy	Male	Student	22
4.	Anastasia Adung	Female	Fresh Graduate	22
5.	Ones Simanungkalit	Male	Student	23
6.	Gracia Orah	Female	Student	20
7.	Fransiska Mawuntu	Female	Student	23
8.	Regina Memah	Female	Student	21
9.	Letycia Gala	Famale	Student	22
10.	Omega Joseph	Famale	Fresh Graduate	22
11.	Shanon Ariananda	Famale	Student	22
12.	Laode Rifai	Male	Fresh Graduate	24
13.	Ekaputry Suawah	Female	Fresh Graduate	22
14.	Ronaldo Memah	Male	Student	23
15.	Christian Mangode	Male	Student	23

Source: Primary Data (2021)

This research had two variables in-order to exploring the effectiveness of using TIK TOK as a media for promotion: a case study for youth intention to buy products, which is social media marketing on TIK TOK and Intention to buy product. Social media marketing using the Tik Tok application as a tool for promotional activities is to use this application for marketing activities such as creating product promotional content that is easily seen by Tik Tok users. Product promotion content in the Tik Tok application is very diverse, and the content contains product videos that have been made as creative as possible, with clear information to attract user intentions or in this case young people to buy the product. In this case, the intention to buy a product from the promotional content in the Tik Tok application is the intention of the user, namely young people who use this application, and are interested in the product promotion activities in it, based on their respective responses to the product. The intention to buy young people refers to what they see, for example, the product promotional content on Tik Tok matches

their needs or not. The intention to buy can also be formed by knowing the benefits of the product, existing recommendations about the product, clear product information, and the personal desires of youth people as consumers for example to fulfil their hobbies. Here, the intention to buy a product is the intention of the Tik Tok application user, in this case the youth people when they see the promotional content of the product in this application.

Interview Result

The interview result, are gained using qualitative research method, in-depth interview with the respondents or informant. The population in this research are youth users of TIK TOK applications. The sample are from 15 Manado youth users who are interested of the social media marketing on TIK TOK, and have intention to buy products from the promotion content of this app. As the first step, questions were arranged and prepared before doing interview.

Discussion

Social Media Marketing on TIK TOK. Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising. Social Media marketing in the TIK TOK application itself is a type of marketing by creating product promotional content in a video and uploaded into the TIK TOK application so it is easily seen by users and can be quickly spread. TIK TOK application is free to download, and many contents in this app can be enjoyed by users. Nowadays, many mobile applications, especially social media application, are used to promote products, because social media can also help not only promote the application but can also be interesting and useful to attract the consumer that already downloaded the application. Product promotion content using the TIK TOK application can also be quickly recognized because the content in it can be shared with other users. As we can see, the number of TIK TOK users is kept increasing, the existence of social media marketing on TIK TOK give consumers (users) the ease of seeing and knowing what products suit their needs and wants so that their intention to buy these products is getting bigger. After conducting interview, the informant 1 to 12 are old users of the TIK TOK application and are interested in various promotional content for existing products and even have the intention to buy them. To informant 13 to 15 are new users of TIK TOK applications who already know the promotional content in this application and also have the intention to buy. Almost all of them are viewers, but some of them are also viewers and content creators but they are not that intense in creating content. Many of them like product promotional content such as skincare and outfits, but some of them also like other promotional content such as electronic products, food promotions, unique stuff, and also products for motorbikes.

There are seven indicators that divided into two which is three indicators for Social Media Marketing on TIK TOK and four indicators for Intention to buy products/ purchase Intention. The three indicators for Social Media Marketing are content creation, content sharing and brand exposure. As been explained on 4.2.1, Content creation is where the user can see and find out a variety of existing product content, and also get clear information on the products promoted and recommended through this application. Content sharing is where users can easily share existing content and information with other users so that product information can be quickly discovered. Brand exposure is where users can find out the brand of the product being promoted through this application so that they can easily determine product choices according to the existing brand. For the Intention to buy products/ purchase intention indicators, there are social influence, motivation habit, individual's willingness, and individual's needs. Similar with intention to buy products, purchase intention are the combination of consumer interest and the possibility of buying a product. Mentally and psychologically, consumers have a long process who ultimately decided to buy the product. According to Kotler and Keller (2012), the buying process is all their experience in learning, choosing, using, even disposing of a product, that is their experience in understand, choose, use, or even dispose of the product.

According to Kotler (2016), the definition of purchase intention is consumer behavior when the consumer is stimulated by external factors and comes along to decide on purchases based on their personal characteristics and processes decision making. Authors can conclude that purchase intention is consumer behavior in buying process to understand, choose, and use products of their own personal characteristic and process decision making. Informants 3,4,5,6,7,8,9,10,11,13,14 intentions to buy products are influenced by social or environmental factors, their intention to buy products because there is encouragement from the Social influence or environment, for example informants 10 have the intention to buy certain products because they are given recommendations by

their friends or from other parties. Second is individual need's this is caused by themselves without any outside influence because they feel that the product will be useful for their needs every day. Furthermore, there is individual willingness, which is the intention that comes to own a certain product on the grounds of satisfying personal desires that are not so important, for example having an intention to buy something only for collection. Lastly is a habit, this is often someone's intention to buy something based on habit or too obsessed with a product, for example an informant 1 who cannot refuse to see make-up promotional content because she is very obsessed with make-up products and even any product that just came out while it's about make-up for sure she'll intend to buy it.

CONCLUSION AND RECOMMENDATION

Conclusion

From the results of interviews and discussion in the previous chapter, it can be concluded that product promotion using social media in this case using the TIK TOK application is very effective. TIK TOK application can be easily downloaded and free, users can enjoy a variety of interesting content in it, being able to entertain, very easy to use, and especially for young people today who are up to date and follow the hype. The existence of social media marketing in this application is certainly very helpful for users. All respondents gave positive reviews about promotional activities in this application, they did not experience problems or lack of information related to the product being promoted. Several informants explained that the promotional content in this application was very informative, the products displayed were very interesting and varied as needed, the video content was very high quality, lots of good reviews and also honest recommendations from the results of using the product being promoted so that the intention to buy the product is getting higher. Have the intention to buy products promoted through this application which are individual needs and wants, friend recommendations, and habits. Personal choice which are supported by other parties is their way of deciding what product is suitable, but without exception. Overall, the response of consumers or in this case Manado youth people who use TIK TOK app, is feel satisfied with the promotion using this application, and they feel helped because TIK TOK application can make it easier for them to recognize, know, and determine their intention to buy products.

Recommendation

This research was conducted to determine the effectiveness of using the TIK TOK application as a media for promotion to help guide or provide reviews for social media application companies that plan to implement promotional activities in their applications and also assess promotional activities in social media applications, indicators of social media marketing, and intention to buy products. The results obtained, here are some recommendations for social media application companies, sellers, users or consumers, and for future researchers who would like to make a similar research.

1. For social media application companies that have implemented social media marketing and social media application companies planning to implement social media marketing, researchers recommend providing more attractive features so that both viewers and content creators do not feel bored and are more motivated to use and enjoy content in applications, especially product promotional content, to increase user intentions to buy products. Furthermore, what the researchers recommend, marketing activities using social media have given very good results so that it is not wrong to give rewards to content creators who start small businesses by utilizing this application because they indirectly make this application more useful. With it, users feel more entertained and even those who have never used this application before will be encouraged to use this application.
2. For sellers who will promote products using this application, researchers recommend to should be more understand the concept of using social media for promotional, keep innovating in making interesting product content, must build good relationships with consumers even via online, always be up to date with existing developments and must be careful in looking at consumer needs so that the selection of products to sell can meet their needs and wants.
3. For the users or consumers to always be a smart user, and if you determine what products you intend to buy, you must pay attention to the product information, because determining product choices by online means that we don't see the product directly so you should be more careful in choosing products, and if you already intend to buy these products, please be a smart buyer.

4. For the future researcher that would like to make similar research with this research, the researcher recommends doing in the wider population, and more various application, in order to get more sample and to gain more various result and issues about social media marketing using application.

REFERENCES

- Ajina, A.S. (2019). The perceived value of social media marketing: an empirical study of online word-of-mouth in Saudi Arabian context, *Entrepreneurship and Sustainability Issues*, VSI Entrepreneurship and Sustainability Center, vol. 6(3), pages 1512-1527. Available at: <https://ideas.repec.org/a/ssi/jouesi/v6y2019i3p1512-1527.html>. Retrieved on December 19, 2020
- Arikunto, S. (1998). *Prosuder Penelitian Suatu Pendekatan Praktek*. Jakarta: PT. Rineka Cipta.
- Ary, D., Jacobs. L. C., and Sorensen, C. (2010). *Introduction to Research in Education*. 8th edition. California: Wadsworth.
- Assauri, S. (2012). *Manajemen Pemasaran*. Jakarta: Rajawali-Gramedia Pustaka Utama.
- Best, J.W. (1982). *Metodologi Penelitian dan Pendidikan*. Surabaya: Usaha Nasional
- Gay, L.R. (1987). *Educational research competencies for analysis and application*. 3rd edition. London: Merrill Publishing Company.
- Grover, P., Kar, A.K., Janssen, M., and Ilavarasan, P.V. (2019). Perceived usefulness, ease of use and user acceptance of blockchain technology for digital transactions – insights from user-generated content on Twitter, *Enterprise Information Systems*, 13:6, 771-800. Available at: <https://www.tandfonline.com/doi/abs/10.1080/17517575.2019.1599446>. Retrieved on March 20, 2021
- Hair, J.F.Jr., Money, A.H., Samouel, P., and Page, M. (2015). *The Essentials of Business Research Methods*. 3rd Edition. New York: Routledge
- Hollebeek, L.D., Conduit, J., and Brodie, R.J. (2016). Strategic drivers, anticipated and unanticipated outcomes of customer engagement, *Journal of Marketing Management*, 32:5-6, 393-398. Available at: <https://www.tandfonline.com/doi/full/10.1080/0267257X.2016.1144360>. Retrieved on February 15, 2021
- Kotler, P. (1997). *Manajemen Pemasaran*. Edisi Bahasa Indonesia. Jilid satu. Jakarta: Prentice Hall.
- Kotler, P. and Keller, K. (2006). *Marketing Management*. 12th Edition, Prentice Hall, Upper Saddle River.
- Kotler, P., and Armstrong, G. (2008). *Prinsip-prinsip Pemasaran*. Jilid 1. Erlangga, Jakarta.
- Kotler, P. and Keller, K.L. (2012) *Marketing Management*. 14th Edition, Pearson Education
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., and Tillmans, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297–310. Available at: <https://journals.sagepub.com/doi/abs/10.1177/1094670510375602>. Retrieved on February 15, 2021
- Leedy, P. and Ormrod, J. (2001). *Practical Research: Planning and Design*. 7th Edition, Merrill Prentice Hall and SAGE Publications, Upper Saddle River, NJ and Thousand Oaks, CA.
- Lister, M. (2017). 40 essential social media marketing statistics for 2017. Available at: <http://www.wordstream.com/blog/ws/2017/01/05/social-media-marketing-statistics>. Retrieved on

Sekaran, U., and Bougie, R. (2010). *Research methods for business: A skill-building approach*. 5th edition. Haddington: John Wiley & Sons.

Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta

