

The Effectiveness of Using TikTok Social Media as a Digital Marketing Platform for Food and Beverage Products @Kiki Jupe

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Abstract

The effectiveness of TikTok as a digital marketing platform in promoting food and beverage products, with a case study on the TikTok account @kikijupe. The rapid development of digital technology has encouraged businesses to utilize social media as a more interactive promotional tool and reach a wider audience. TikTok, as a short video-based platform, offers a significant opportunity to build closeness between brands and consumers through creative content. The purpose of this study was to determine the effectiveness of using TikTok as a digital marketing platform for food and beverage products, @kikijupe. This study used a descriptive qualitative approach with a case study method. Data were collected through observation, documentation of the @kikijupe TikTok account's activities, and in-depth interviews with the account manager and several consumers. Analysis was conducted by reviewing uploaded content, audience interactions, and their impact on increasing sales and brand awareness. The results showed that the use of TikTok by the @kikijupe account was effective in attracting consumer attention and increasing product appeal. Strategies used included creating trend-following content, using popular music, storytelling, and collaborating with other users. In addition, interactive features such as comments, live streaming, and hashtag challenges were also utilized to expand market reach.

Keyword: Effectiveness, Social Media, Tiktok, Digital Marketing.

Introduction

With the rapid development of digital technology, social media has become one of the most dominant communication and interaction platforms among the public. One social media platform that has experienced significant growth in terms of user base is TikTok. This platform allows users to create, share, and access a variety of video content across a wide range of genres and topics. According to data as of February 2023, the number of TikTok users in Indonesia reached 109.9 million, making it the country with the second-highest number of users in the world after the United States, which recorded 113.25 million users (Asfiani et al., 2023). According to Kinanti, TikTok is actually a very good application for all groups to express their creativity (Kinanti & Zulaikha, 2023).

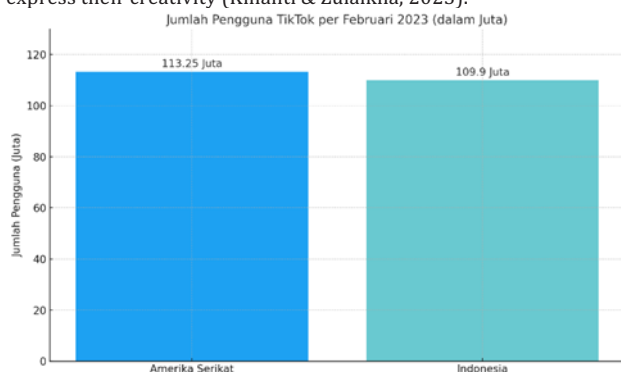


Figure 1.
Number of TikTok Users in 2023

Source: Statista, 2023

However, unfortunately, some users have abused the platform. As a result, in 2018, TikTok was temporarily blocked by the Ministry of Communication and Information Technology (Kominfo) due to

some of its content being deemed to have a negative impact and be detrimental to society.

The shift in consumer preferences toward online shopping requires businesses to adapt by utilizing digital platforms like social media and e-commerce in their product and service promotion strategies. In this context, TikTok has emerged as a form of social commerce trending in Indonesia, offering TikTok-like features that can expand consumer reach more effectively. In the Bangil area of Pasuruan Regency, local businesses have begun utilizing TikTok not only for entertainment but also as a marketing medium through the video content they upload. Although TikTok has been present in Indonesia since 2018, the platform remains relevant because it offers an engaging user experience, enabling the creation and distribution of short videos quickly, easily, and with high quality to a wide audience (Mulyani et al., 2022).

The phenomenon of TikTok as a digital marketing platform in Indonesia has attracted the attention of academics and business practitioners, particularly in the context of changing consumer behavior and increasingly digital marketing strategies. As a short-video-based social media platform, TikTok offers interactive features like live streaming, hashtag challenges, and the TikTok Shop, allowing businesses to reach audiences directly and personally. TikTok is effective in increasing engagement between brands and consumers, which in turn positively impacts purchasing decisions, brand image, brand value, and consumer loyalty (Krisdanu & Kiranastari Asoka Sumantri, 2023). MSMEs that leverage TikTok can increase visibility and consumer engagement through creative and interactive content, despite facing challenges such as limited digital skills and budget (Ardiyono et al., 2024). Thus, TikTok is not only an entertainment platform but also a strategic digital marketing tool for various business actors in Indonesia. The TikTok app is used as a promotional tool that can provide information without requiring high costs, effort, and can be implemented in a short time (Dewa & Safitri, 2021).

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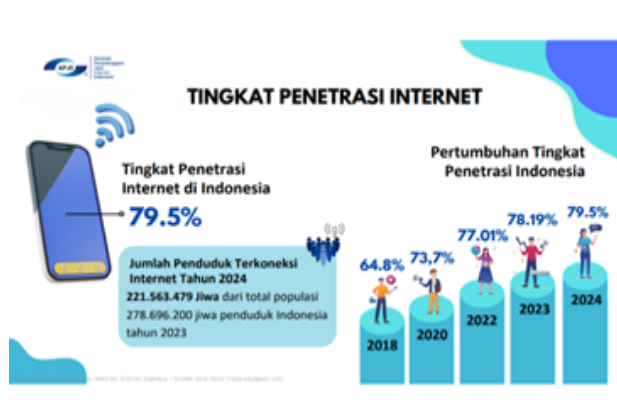


Figure 2.

Indonesia Internet Penetration Rate, APJII (2024)

Figure 2. The Indonesian Internet Service Providers Association (APJII) announced that the number of internet users in Indonesia in 2024 will reach 221,563,479 out of a total population of 278,696,200 in 2023. The results of the 2024 Indonesian internet penetration survey released by APJII indicate that Indonesia's internet penetration rate reached 79.5%. Compared to the previous period, there is an increase of 1.4%. It is known that 171.17 million people, or around 64.8% of the Indonesian population, are internet users (Hasiholan et al., 2020).

The changing preferences of Indonesians for TikTok over other social media platforms can be understood from the diverse motives underlying its use. Research conducted by (Nuzuli & Natalia., (2022) found four main reasons people use TikTok: seeking information, establishing personal identity, building social relationships and interactions, and seeking entertainment. Among the four, the motivation to connect and interact socially is the most dominant. TikTok is also used to express oneself, fill free time, and even as a source of income. During the COVID-19 pandemic, the urge to seek entertainment and escape from physically confined situations has become very important. In addition, research by Khoiriah shows that the enjoyment felt when using TikTok greatly influences users' attitudes towards this application (S. M. A. Khoiriah et al., 2023). This indicates that the enjoyable experience of using TikTok encourages continued use. Thus, the combination of interactive features, economic potential, and a pleasant user experience makes TikTok more attractive than other social media platforms for Indonesians. One example is the increasing number of advertisements and online stores promoting their products through TikTok content (Ramadhani et al., 2023).

Internet usage in East Java continues to increase year after year, as reflected in data from the Indonesian Internet Service Providers Association (APJII) and the Central Statistics Agency (BPS). This growth is influenced by the equitable distribution of network infrastructure and the high prevalence of smartphone ownership among the public, both in urban and rural areas. The younger generation, particularly Gen Z and millennials, are emerging as the most active and innovative social media users, not only for entertainment but also for productive activities such as online shopping and establishing a digital identity. While this development offers various benefits, it also poses challenges such as the spread of hoaxes, extreme differences of opinion, and even digital addiction. Therefore, improving digital literacy is crucial for East Javanese people to use social media wisely and responsibly. A society that grows up with the availability of new digital media will certainly have a different mindset than a society that does not. Technology has a significant influence on societal development, therefore every member of society must be able to be responsible in their use of technology (Sopani, 2022). Social media is no longer just a trend, but has become a complex social and cultural phenomenon, reflecting changes in the lifestyle of modern society and requiring further study from various disciplines to understand the dynamics of today's digital society more comprehensively.

The @kikijupe account is one of the business accounts that choose TikTok as a promotional and marketing medium for their products. Kiki is the owner of a local food and beverage brand, @kikijupe, who started her business by becoming a reseller until now her products are known by many people and have many fans. The kikijupe brand itself was founded in March 2019, although this product is included in the new product in the culinary world, her

TikTok account now has more than 326 thousand followers. @kikijupe is a product that sells food products ranging from fish noodles, king cilok, grilled meatballs and drinks ranging from pink lava, watermelon ice, melon ice, etc.

This research is motivated by TikTok's rapid growth, which has now made the country the platform's largest market globally. According to a July 2024 report from Statista, the number of TikTok users in Indonesia reached 157.6 million, surpassing the United States, which had 120.5 million users. The 10 Countries with the Most TikTok Users in the World: Here is a list of the 10 countries with the most TikTok users in the world as of July 2024, according to Statista:

Table 1 The World's Largest TikTok-Using Countries in 2024

No.	Country	Number of Users (million)
1	Indonesia	157,6
2	Amerika Serikat	120,5
3	Brasil	105,2
4	Meksiko	77,54
5	Vietnam	65,64
6	Pakistan	62,05
7	Filipina	56,14
8	Rusia	56,01
9	Thailand	50,81
10	Bangladesh	41,14

Based on table 1.1, the significant increase in the number of TikTok users from only around 10 million monthly active users in 2018 to 113 million in April 2023 is also reflected in academic trends (Khansa & Putri, 2022). Bibliometric analysis using VOSviewer shows a surge in scientific publications related to the keywords TikTok, digital marketing, and social media engagement since 2020. The keyword network visualization in VOSviewer shows a strong cluster that connects TikTok with consumer behavior, marketing strategies, and brand awareness, indicating that this platform is not only developing as an entertainment application, but also becoming an important object in digital marketing studies.

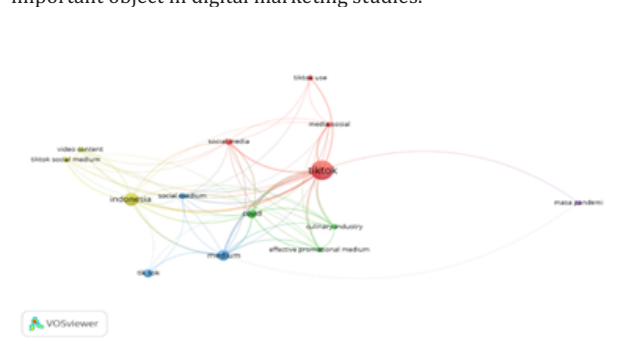


Figure 3.

Data VOSviewer

Based on Figure 1.2, the VOSviewer data visualization above, in 2023, social media has transformed into a key strategic hub in digital marketing. Based on the bibliometric visual analysis conducted, TikTok occupies a central position with a close relationship to various concepts such as social media, the pandemic, the culinary industry, video content, and the effectiveness of digital promotion. Recent studies reveal that TikTok, as a short-video-based platform, has unique characteristics in building audience engagement through creativity driven by highly personalized algorithms. During the

pandemic, the trend of using TikTok as a marketing medium experienced significant acceleration, especially in the food and beverage sector, where the typically physical consumer experience is shifted into an engaging digital format. Although TikTok offers significant opportunities for promotion, it is not easy for content creators to capture the attention of a large audience. Successful content that captivates an audience requires a deep understanding of emerging trends (Putra & Fajri, 2025). In the ever-evolving business world, this growth brings a number of challenges and opportunities that must be faced by all business players, including the culinary industry. The culinary industry is an economic sector related to the production and sale of food and beverages (Widodo et al., 2024). Furthermore, the bibliometric map emphasizes that the relationship between TikTok, digital marketing, and the culinary industry has become a growing focus of academic study, with the Indonesian geographical context standing out, indicating that this phenomenon has not only a global dimension, but also strong local relevance.

This research specifically focuses on the TikTok platform as a single object of study, considering that many previous studies have discussed social media in general without delving into the unique characteristics of each platform. Focusing on TikTok is expected to provide a deeper and more focused understanding of the dynamics of short video-based digital marketing. Furthermore, this research narrows the scope to the food and beverage (F&B) sector, which has received relatively little attention in TikTok-related studies, compared to the more dominant fashion, beauty, and entertainment sectors. By highlighting the context of Indonesia post-COVID-19 pandemic, this study also aims to enrich the academic literature on changes in local consumer behavior in the new digital era, particularly in adapting to digital platforms in consumption activities. This research will use an empirical and systematic approach through primary data collection, such as surveys, TikTok content experiments, and engagement rate analysis. Therefore, it is not merely descriptive but also contributes to the development of digital marketing communication theory based on short video media.

Changes in the media consumption landscape in Indonesia indicate that consumers, especially younger generations, are increasingly choosing short videos as their primary source of entertainment and information, replacing older, conventional media. In this context, brands in the food and beverage (F&B) sector are faced with the need to adapt their marketing strategies to remain relevant and thrive amidst these changes. The COVID-19 pandemic has accelerated businesses' shift to digital platforms, but the real challenge lies in adapting post-pandemic marketing strategies to maintain the consumer loyalty formed during this period. Although TikTok has become a global phenomenon, studies related to its application in marketing, particularly in Indonesia, are still very limited, particularly in the F&B sector. TikTok offers a significant opportunity for businesses to leverage technology for promotion. This application makes it easy for businesses, from MSMEs to large enterprises, to reach the market through creative content at low cost, with only an internet connection (Amirul et al., 2025). This opens up significant opportunities for research to make significant contributions, both academically and practically. Therefore, the results of this study can provide useful data-driven strategic guidance for MSMEs and large brands in Indonesia in maximizing TikTok's potential as an effective and relevant marketing platform in today's digital era.

Method

This study uses a qualitative descriptive method that aims to systematically and in-depth describe the phenomenon of TikTok's use as a digital marketing tool, specifically in promoting food and beverage products through the @kikijupe account. Data were obtained from various sources such as books, journals, and relevant internet exploration, with an emphasis on actual facts analyzed without making broad generalizations.

The main focus of this study is to assess the effectiveness of TikTok's platform in reaching consumers, capturing their attention, and driving purchase actions and sharing consumer experiences. This study uses the AISAS (Attention, Interest, Search, Action, Share) model as an analytical framework to evaluate the influence of TikTok's content strategy on consumer behavior. Furthermore, the study also considers three layers of social media: content, interaction, and network, to comprehensively understand promotional dynamics. The unit of analysis in this study is promotional video content uploaded by the TikTok account @kikijupe. Each video was analyzed

to identify how visual and narrative communication strategies can attract attention, arouse interest, trigger information searches, encourage purchases, and encourage users to share content or testimonials.

This research was conducted at Kedai Kikijupe Gempeng, Bangil, Pasuruan, and Yudharta University, Pasuruan, between March and July 2025. Data collection was conducted using in-depth interviews with account managers and consumers, as well as documentation of digital content such as videos, comments, and viewing statistics. Data sources consisted of primary data, namely the results of direct interviews, and secondary data obtained from scientific literature and digital marketing reports. The researchers also developed a semi-structured interview guide as an instrument to gather information regarding promotional strategies, audience perceptions, and the impact of social media on product sales.

Key informants in this study were selected purposively, namely those who actively use TikTok and have experience in following or observing digital marketing strategies. Selection criteria included 1–3 years of active TikTok user experience, exposure to promotional content, and an understanding of digital marketing trends. To analyze the data, this study used the interactive analysis model by Miles and Huberman, which includes three stages: data reduction, data presentation, and conclusion drawing/verification. This process was carried out simultaneously throughout the research process.

The researchers also used a three-layer analysis approach, namely: 1) Content Layer, to assess the visual appeal and narrative in the content. 2) Interaction Layer, to see how the audience responds through comments, likes, and follow-up actions. 3) Network Layer, to assess how content spreads and creates a viral effect on social media. With this approach, the research is expected to provide a deep understanding of the effectiveness of TikTok as a digital promotional medium, as well as how consumer behavior is formed and influenced in a dynamic digital ecosystem, particularly in the context of culinary product promotion by the business account @kikijupe.

Results and Discussion

This study aims to evaluate the effectiveness of TikTok as a digital marketing platform for food and beverage products through a case study of the @kikijupe account. Data were obtained through in-depth interviews with active TikTok users who have interacted with the account's content, as well as visual documentation of various video uploads. The analysis was conducted using the Three-Layer Social Media Analysis Model, which consists of a content layer, an interaction layer, and a network layer. These three layers are used as an evaluative framework to comprehensively understand the dynamics of digital communication in the context of food and beverage marketing through TikTok.

Content Layer

The first layer of this analysis model focuses on the quality and strategy of the content featured in the TikTok video uploads by the account @kikijupe. The content's primary appeal lies in its appetizing visuals, particularly the depiction of spicy food packaged in a predominantly red color. This color is perceived by informants as a representation of the distinctive flavors emphasized by the brand. The use of striking colors, combined with a visual style that directly displays food products in close-ups, creates a strong emotional impact and effectively captures users' attention from the very beginning of the video.

Besides the visual aspect, the narrative and messaging within the content also play a crucial role. The uploaded videos contain explicit promotional messages, such as information about new menu items or opening hours. These messages are delivered concisely yet concisely, adhering to the unique characteristics of TikTok, which demands efficient delivery. Some content also incorporates humor or the sound of eating (ASMR), although in some cases, this may be considered disruptive to certain audiences.

In general, the visual design of the @kikijupe account's content successfully actualizes the initial stages of the AISAS model, namely the attention and interest stages. Informants acknowledged that the visual appeal encouraged them to continue watching the video until the end and fostered curiosity about the product displayed. Thus, the content presented by the @kikijupe account can be said to be effective in creating initial interest while maintaining audience attention.

The content layer focuses on analyzing the quality, structure, and appeal of the visual material presented by the TikTok account @kikijupe. Based on data from in-depth interviews and content

documentation, it is clear that this account consistently promotes a visual style that is appetizing, emotionally engaging, and aesthetically distinctive. One of the most prominent visual aspects of @kikijupe's content is the dominant use of red, which is psychologically associated with spiciness and heat. This color has been proven to attract audience attention, as emphasized by informants who stated that red "instantly leads to hunger" and creates a strong association with spicy food, which is the main attraction of kikijupe products.

Interaction Layer

On the second level, interaction is a crucial element in measuring the extent to which uploaded content fosters a two-way relationship between creators and audiences. Field findings indicate that the @kikijupe account receives a significant response from TikTok users in the form of likes, comments, and follows. Informants stated that after viewing the video, they were encouraged to learn more about the products offered, either through comments, account exploration, or the search feature on TikTok. The presence of practical information such as sales location schedules and WhatsApp contact information is also considered to facilitate user purchasing decisions. This indicates that the interactions are not merely superficial but also lead to deeper engagement, where users respond not only passively but also actively engage in further communication outside the platform.

This phenomenon indicates that the displayed content has gone beyond mere information and entertainment functions and has entered the realm of persuasion and conversion. The search and action stages in the AISAS model are clearly reflected in the behavior of audiences who seek additional information and make purchases after viewing the content. Therefore, it can be concluded that the interaction layer in the TikTok account @kikijupe plays a significant role in building reciprocal communication that leads to real consumer action. The interaction layer examines the extent to which @kikijupe's content encourages active engagement from TikTok users. Interview results indicate that the level of interaction is very high, both in the form of likes, comments, shares, and saves. Users not only enjoy watching the videos but also feel compelled to provide feedback, such as comments, or save the videos for future reference.

Network Layer

The third layer of this model focuses on the social network aspect formed as a result of digital marketing activities through TikTok. In this context, the @kikijupe account has proven capable of building a loyal customer network through consistent and communicative content. Audience reach continues to increase through the use of sharing features, tagging comments, and duet or stitch features used by other users. This network formed organically, without paid intervention such as sponsored advertising, demonstrating that the implemented content strategy successfully created a natural viral effect.

Content distribution not only creates awareness but also builds emotional connections between brands and consumers. In interviews, several informants admitted to sharing promotional videos with friends or family, especially if the content featured favorite foods or information about nearby locations. This indicates that such content has high social value within the TikTok digital ecosystem. Thus, this network layer emphasizes the importance of horizontal relationships between users in supporting the success of marketing strategies. The final stage of the AISAS model, sharing, is achieved when users feel compelled to share their experiences or content with others. This reflects the strengthening of the collective brand image, derived not from one-way communication but from the social contributions of the user community.

The network layer examines how content from the @kikijupe account spreads through digital social relationships, and the extent to which these networks reinforce organic message distribution. The results reveal that many users learn about or access kikijupe content through content sharing practices, the JasTip (Personal Delivery Service) network, and TikTok features like duet, stitch, and hashtags. This suggests that information distribution relies not solely on the direct reach of the primary account but is reinforced by user engagement in their social networks.

Discussion

Furthermore, the visual design and image composition were deemed highly appealing. The products were displayed using close-up shots, bright lighting, and a simple yet enticing presentation style. While there was criticism regarding the "random" visual arrangement, such as the use of inconsistent backgrounds or

excessively loud mukbang sounds, the content was still deemed successful in creating a strong first impression and fostering interest in the product (Ramadhani et al., 2023).

This account also features content with local narratives and light storytelling, such as the use of distinctive dialects or informal accents in videos, which create an emotional connection with the target audience, especially local consumers in East Java. This strategy aligns with the customer intimacy-based content approach, which creates personal connection through language and culture. Within the context of the AISAS Model, this content layer plays a crucial role in the attention and interest stages, namely how content successfully captures TikTok users' initial attention and then maintains it with relevant and engaging narratives.

It was found that many of the account's followers eagerly await the sales schedule, the latest menu information, and even express their desire to try certain dishes. This demonstrates that the account isn't simply providing one-way information, but has successfully created dynamic two-way communication. The content also frequently includes "calls to action," such as "order now" or "check today's schedule," which increases users' intention to take action (W. I. N. Khoiriah et al., 2023).

The comments feature is used not only to convey emotional responses but also as a medium to ask questions, recommend, or even suggest new menu items. This indicates that the audience views the @kikijupe account as a trusted and relevant source of information. This form of engagement aligns with the "search" and "action" stages in the AISAS model, where users seek additional information and then take a purchase or other follow-up action. Thus, the interaction created is not only quantitative but also qualitative, as it demonstrates a sense of community and active participation in collectively shaping the brand image.

Several informants even stated that they received information about the store's schedule or new menu items from friends or digital groups, rather than directly from the account. This suggests that @kikijupe content has entered an organic distribution phase, where users become co-communicators, not simply recipients.

The existence of informal collaboration through open JasTip also expands sales reach, where others also become distribution extensions. This phenomenon demonstrates the immense power of networking in social media, especially for MSMEs like @kikijupe. With a strong digital network, accounts not only reach direct followers but also open up opportunities for new market penetration through the viral effect. In the context of AISAS, this relates to the "share" stage, where users are encouraged to recommend or share their content and experiences with others. This effect strengthens brand positioning through the power of organic testimonials and recommendations.

Limitation Of The Study

This study has several limitations that must be acknowledged so that the results and findings can be understood in the proper context:

1. **Limited to a Single Account**
This study focused solely on the TikTok account @kikijupe as the object of study. Therefore, the results obtained cannot be generalized to all TikTok accounts marketing food and beverage products, given the varying content strategies and audience characteristics of each account.
2. **Limited Data Collection Time**
Data collection was conducted over a relatively short period of time. This refers to monitoring fluctuations in engagement or changes in content strategies that are seasonal or temporary, such as during major promotions or certain viral trends.
3. **Qualitative Descriptive Approach**
This study used a qualitative descriptive approach that emphasizes narrative interpretation and visual observation. Therefore, this study did not measure marketing effectiveness quantitatively, such as sales conversions, return on investment (ROI), or more specific TikTok analytics metrics.
4. **Reliance on Open and Public Data**
All data described is sourced from publicly available content on the TikTok platform. Internal information such as content planning strategies, content distribution algorithms, and detailed audience demographic data cannot be directly accessed by researchers.

Conclusions and Recommendations

This study aimed to determine the effectiveness of TikTok as a digital marketing platform for food and beverage products by the @kikijupe account. The following conclusions were reached:

The @kikijupe account demonstrated high effectiveness in its visual and narrative content strategies. Promotional content, such as short videos featuring food predominantly colored red, with an appetizing presentation style, and narrative information about sales schedules, proved successful in attracting attention and generating interest among audiences. The use of music, visual effects, and the short video length contributed to a pleasant viewing experience that was relevant to consumers' preferences for spicy food. Furthermore, the message structure in the videos was quite strong, although improvements were needed to improve the consistency of the visual layout to make it more systematic.

Audience engagement with the @kikijupe account's content was quite high. This was demonstrated by active responses in the form of likes, comments, new followers, and two-way interactions between creators and consumers, particularly in the comments section and live features. Furthermore, the audience's curiosity about the sales schedule and new menu items demonstrated the success of generating sustained interest. Call-to-action features such as "order now" or "click the link in bio" are quite effective, although the audience's decision to buy still depends on the need at that time.

Network-wise, the @kikijupe account has successfully built a robust digital promotional ecosystem and connected with the local audience community in Pasuruan. Content distribution through sharing, reposting, and word of mouth (such as purchases via consignment services) demonstrates that this account's content has viral value and is able to reach new consumers organically. A high follower count (>300,000) is also a strong indicator that this account's social network supports the sustainability of its community-based digital marketing strategy.

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