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## An Examination of TikTok's Impact on Indonesian Digital Marketing Trends

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### ABSTRACT

The function of TikTok as a digital marketing platform and its impact on contemporary marketing trends in Indonesia are investigated in this study. TikTok, one of the social media sites with the highest rate of growth in the world, has grown to be an important tool for companies looking to communicate with customers through original and engaging content. The purpose of this study is to examine how TikTok influences the development of digital marketing tactics, particularly in small and medium-sized businesses (SMEs), large corporations, and content creators in Indonesia. Through a qualitative and quantitative approach, data were collected from surveys, case studies, and secondary sources to identify how well TikTok campaigns work to increase brand recognition and change consumer behavior, and driving sales. The findings indicate that TikTok's algorithm, short video format, and extensive user base have transformed traditional marketing approaches, enabling brands to connect with younger demographics, particularly Generation Z and Millennials. However, challenges such as content saturation, maintaining engagement, and competition among brands remain significant. This study highlights TikTok's growing potential in shaping Indonesia's digital marketing landscape and provides information to help advertisers improve their tactics on the platform.

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### 1. Introduction

Social media has developed into a useful tool for digital marketing implementation. Businesses can achieve their marketing goals at a relatively low cost by utilizing digital marketing and social media. Additionally, people are spending more time online connecting with businesses, discussing their experiences with other customers, and looking for information about goods and services. Businesses have used digital platforms and social media into their marketing strategies in reaction to these changes in consumer behavior[1]. By integrating social media marketing into their overall business plan, organizations can benefit greatly [2]. Additionally, emphasize that social media enables businesses to

interact contact their customers, raise brand awareness, influence purchasing decisions, gather input, improve products and services, and boost sales [2].

Recently, one of the main drivers of the rapid growth of digital marketing has been the Covid-19 pandemic. Social restrictions forced individuals to stay at home and conduct all activities remotely. These restrictions caused the usage of social media to rise, with TikTok being one of the platforms that experienced significant growth. In 2019, TikTok was downloaded 693 million times, and this figure rose to 850 million downloads in 2020. TikTok has continued to grow and remains among the most widely used apps to date. With 672 million downloads globally in 2022, TikTok was the most downloaded smartphone app [3]. As of February 2023, Indonesia had 109.9 million TikTok users, second only to the United States in terms of user count [4].

The main function of TikTok, which was introduced by a Chinese business in 2016, is to facilitate the sharing of videos. Its original video playback duration spanned from 2 to 60 seconds, and users could create videos that were between 15 and 10 minutes long [5]. According to the World Economic Forum in 2014, TikTok is a social media platform that integrates several essential elements of digital media, such as connectivity, data-driven insights, persuasive abilities, affordability, viral potential, personalization, participation, immersion, interactivity, mashability, multi-platform integration, and creativity. Digital media greatly facilitates the digital marketing process by giving firms the chance to find and connect with new consumers who fit their target demographics.

In addition to its role as a digital media platform, TikTok has also introduced TikTok Shop to support digital marketing practices. This feature was launched in April 2020 and has gained significant popularity among e-commerce businesses and online shoppers. TikTok Shop offers an engaging and user-friendly interface for both product marketing and purchasing [6]. Furthermore, recent studies on digital marketing via TikTok reveal its positive role as a platform for influencing purchasing decisions (Fortuna, 2022) and enhancing brand awareness [7].

It has been observed that the way TikTok is utilized and the outcomes it generates can vary significantly depending on the product being marketed. Wengel et al. in 2022 highlighted how promotional videos on TikTok unintentionally boosted the popularity of previously lesser-known destinations [8]. For example, a TikTok video featuring the “sunrise and stunning sea of clouds” at Tropical Hainan during the Spring Festival 2021 went viral, receiving 65,000 likes. This led to a sudden surge in visitors, from just 50 in early February 2021 to 400-600 shortly thereafter. Similarly, in February 2021, E’xian Ridge and the Daguang Dam Reservoir became popular tourist destinations after a second TikTok video featuring them received 29,000 likes [8].

Similar trends were seen at Jianfengling Main Peak in Hainan's Tropical Rainforest National Park, where TikTok videos' viral influence caused visitor numbers to soar from 50 to 400-600 in the same time frame [8]. This illustrates how TikTok may use interesting material to turn undiscovered locations become well-liked tourist attractions.

TikTok has also been used by artists as a platform to showcase their work and expand their reach, particularly because of limited non-digital outreach and exhibition cancellations brought on by the Covid-19 outbreak. According to a study by Gerlieb (2021) on videos posted by artists with the hashtag #feministartist, using hashtags and By using activation techniques in their videos, like hashtag challenges and live performances, artists were able to create a community and a base of middle-class to lower-class customers. TikTok provides insights into artistic work that are similar to visiting an artist's studio, according to the three primary video kinds created for the study. A strong connection between the artist and the audience is made possible by TikTok's audience engagement features, interaction, and virtual intimacy [9].

Marketers try to inform the local people about the products and services they offer through traditional or non-digital media. Traditional marketing includes things like television, print media, and outdoor advertising. Conversely, digital marketing utilizes digital technologies. Among the various

forms of digital marketing include search engine optimization (SEO), email marketing, content marketing, web advertising, and social media marketing.

Although the goal in both traditional and digital marketing remains the same—to sell products, services, or ideas to as many people as possible [10]—the advent of digital technologies, particularly those powered by computerized systems, introduces new features that influence marketing practices.

With the number of internet users worldwide reaching 5.16 billion as of January 2023, accounting for 64.4% of the total global population, it is essential for marketers to understand digital marketing practices, especially on platforms like TikTok, where Indonesia ranks second in user numbers globally. This study intends to investigate TikTok's potential as a new marketing platform in Indonesia. Explaining the best kinds of content for product marketing and their effects is expected.

## 2. State of the Art

Digital transformation has brought significant changes to the global marketing landscape, including in Indonesia. One concrete manifestation of this transformation is the growing importance of social media as a productive and successful digital marketing strategy. Because it can provide brief, dynamic, and easily readable visual material for a broad audience, TikTok has a strategic advantage over other new social media platforms.

TikTok, as a short video-based platform, has captured the attention of digital marketers due to its adaptive algorithm that enables rapid content virality. According to data from We Are Social, Indonesia ranks among the countries with the largest number of TikTok users in the world, making the platform a highly potential arena for digital marketing strategies [11]. The predominance of young users on TikTok also offers a strategic opportunity for brands to build emotional connections with target audiences through creative and participatory approaches.

Empirical studies also reinforce this perspective. TikTok-based campaigns significantly increased purchase intention among Gen Z consumers in Indonesia, especially when the content incorporated storytelling and interactive challenges. MSMEs utilizing TikTok for marketing experienced higher online sales growth compared to those relying solely on Instagram or Facebook, due to TikTok's superior engagement rate and viral features. On a global scale, TikTok's algorithmic recommendation system fosters parasocial interactions between brands and users, thereby influencing brand loyalty and repeat purchase behavior.

Digital transformation has elevated TikTok from a mere entertainment platform to a powerful marketing channel with global significance. The platform's unique strength lies in its short, dynamic, and visually engaging videos supported by an adaptive algorithm that accelerates content virality. As Agrawal in 2023 emphasizes, the interplay between creators, community activity, and influencer presence is decisive in shaping the virality of technology product advertising on TikTok [12]. This highlights that TikTok's algorithm is not a neutral mechanism but a system that rewards creative participation and collective engagement.

Supporting this view, [13] conducted an empirical audit of TikTok's recommendation system, revealing that user behaviors such as following, liking, and watch duration significantly determine which content is prioritized in the For You Feed [13]. Their findings underscore the role of algorithmic personalization in reinforcing user engagement an insight that is crucial for MSMEs attempting to reach wider audiences with limited resources.

On the content side, Ling, Blackburn, De Cristofaro, and Stringhini in 2021 investigated what makes TikTok videos go viral and found that factors such as creator popularity, video

framing, textual overlays, and point-of-view significantly influence engagement [14]. These results suggest that beyond the algorithm, the micro-design of content visual style, presentation, and narrative framing directly affects consumer responses, providing strategic lessons for SMEs seeking cost-effective branding.

At the organizational level, a study of 148 Taiwanese SMEs by Chen and colleagues in 2024 confirmed that innovativeness, managerial capabilities, and proactiveness are critical drivers of digital marketing success, which subsequently enhances firm performance [15]. This finding supports the resource-based view (RBV) and dynamic capabilities perspective, suggesting that TikTok adoption by SMEs cannot be separated from their broader strategic orientation.

Consumer trust is also central. Research by New Kuwi Hoi and Lun Ke Yin in 2023 showed that high-quality TikTok videos foster stronger consumer trust than price-based appeals, indicating that video production quality directly shapes purchasing intentions [16]. For SMEs, this highlights the importance of balancing affordability with professionalism in digital marketing practices.

Finally, at a macro level, a report by Oxford Economics in 2023 demonstrated that TikTok usage among UK SMEs contributed £1.6 billion to the national GDP, underlining the platform's broader economic potential [17]. While this evidence is context-specific, it offers a valuable benchmark for evaluating the potential economic contribution of TikTok-driven digital marketing strategies in Indonesia.

Previous studies have emphasized TikTok's effectiveness in supporting marketing activities. Promotional content on TikTok, when presented in an informative and entertaining manner, can enhance engagement levels and brand awareness. Furthermore, research by Saputra and Wijaya in 2022 indicated that TikTok's ability to tailor content based on user preferences gives it an advantage over other social media platforms in terms of personalization and market reach.

However, there are still not many thorough studies that look into how TikTok has influenced Indonesian digital marketing trends. The majority of current research concentrates on small-scale factors, such the impact of influencer marketing or the success of certain brand campaigns. Macro-level research on how TikTok is changing conventional marketing paradigms and urging business actors particularly micro, small, and medium-sized businesses (MSMEs) to adopt digital marketing methods built on original content is lacking.

Thus, by methodically examining TikTok's significance in the dynamics of digital marketing trends in Indonesia, this study aims to close that gap. Finding content strategy, user engagement, and the consequences for customer behavior and overall corporate success are the main topics of the study.

### 3. Method

Identification, screening, eligibility, and inclusion are the four steps of Systematic Reviews and Meta-analyses' Preferred Reporting Items (PRISMA) methodology, which is used in this work as a Systematic Review. PRISMA is intended to help systematic reviewers openly communicate the purpose of the review, the authors' actions, and their conclusions [18]. Google Scholar and other internet resources that include sizable collections of scholarly content were searched in order to conduct the Systematic Review.

### Step 1: Identification

Identification was the first stage of the Systematic Review, which was completed in December 2022. During this process, database search terms were determined. The study's goals, background, and research theme were taken into consideration when choosing the keywords. Using the keywords "TikTok Digital Marketing Platform Indonesia," a journal search in the Google Scholar database produced 7,640 results.

### Step 2 : Examining

This step involves the inclusion and exclusion of articles based on predefined criteria. Three criteria were established: publication time, document type, and language. In this study, the data reviewed were sourced from documents published within the last 5 years. Any data published outside of this period were excluded from the review. The reason for this period was the growing interest in studying the phenomenon of using TikTok as a digital marketing platform, which has grown in popularity during the past few years.

The second inclusion criterion was the document type. For this research, selected articles were journal papers. Other document types, such as books, book chapters, conference papers, theses, and dissertations, were excluded. Additionally, only English-language journals were chosen for review, while non-English journals were excluded to avoid translation errors and difficulties in the review process. After this screening, 153 journal articles remained from the original 7,640 documents. However, 26 articles could not be fully accessed, leaving 127 journal articles for the last evaluation.

**Table 1: Criteria for Inclusion and Exclusion**

No.	Criteria	Inclusion	Exception
1.	Publication time	Last 5 years (2018-2023)	In addition to the years mentioned
2.	Document type	Journal article	Book, chapter in a book, conference paper, thesis
3.	Language	English	Non-English

### Step 3: Eligibility (Manual Screening)

Eligibility refers to the process where the author manually includes or excludes journals based on specific criteria. In this study, journal articles unrelated to the context of Indonesia and the TikTok social media platform were excluded. Six journal articles remained following the manual screening procedure Among 127 journals that underwent eligibility evaluation.

### Step 4:Analysis

The analysis of the Systematic Review was guided by the research questions that were formulated. The 6 journal articles remaining from the screening and eligibility process were then analyzed. In a Systematic Review, the number of papers analyzed is often fewer than 10 [19].

## 4. Results and Discussion

The first study in the book, "Becoming TikTok Famous: Strategies for Global Brands to Engage Consumers in an Emerging Market," [20]. It examined the impact of content characteristics to ascertain what factors contribute to social media engagement. Customer motivation is the term used to describe how customers look for information to meet their needs [20]; social media engagement is the term used to describe behaviors that are specifically focused on social media and go beyond transactions, driven

by motivational impulses [21]; and content characteristics are the qualities and features of content, including linguistic, emotional, informative, and nonverbal elements.

This study was carried out in relation to international brands that use TikTok as a social media marketing tool in developing regions. Indonesian smartphone brands Vivo, Oppo, Xiaomi, Realme, and Samsung were among the international brands examined. In order to combine content features with the engagement created, the researchers coded and examined videos from these firms' TikTok accounts using a quantitative content analysis method.

The first study had a range of findings. Reviews of informative content have a good impact on Social Media Engagement (SME) with high levels of engagement. Compared to emotional material, informational content produced more SME. Dancing performed better than all other content features in this study when it came to emotional content, triggering SME. Additionally, compared to utilizing Bahasa Indonesia, employing foreign languages and code-switching often had a large and favorable influence on SMEs. However, when applied to informational content, code-switching and the usage of other languages had a detrimental impact on SMEs. English was the only language that positively moderated the link between slide views and likes in photo slide content. This might be the case since the photo slides included artwork, and since English is associated with high-end goods like art (Krishna & Ahluwalia, 2008), using it could make the photographs look better. The majority of media forms had no discernible impact on SME in relation to nonverbal cues. The only things that significantly and negatively affected SME likes were animations. Foreign languages and code-switching frequently Has a negative moderating effect on the relationship between SME and informational content.

The study, "Creating Customer Engagement and Customer Value within 15 Seconds: How TikTok Works for Content Marketing," according to Yana Respati Dewi [22], aimed to ascertain the effects of TikTok-based content marketing on customer engagement, which is, in short, defined as consumer identification, attention, enthusiasm, satisfaction, and interaction, and customer value, which is the difference between the benefits and sacrifices made by the consumer 276 respondents, who were both avid TikTok users and students at a Malang institution, were given surveys as part of this quantitative study. According to the results, respondents utilized TikTok to express themselves and obtain information about everything from product specifications to amusement and instructional materials. Additionally, respondents valued TikTok's ease of sharing, comprehension, usefulness, accessibility, and informational value.

Additionally, the study discovered that TikTok content marketing significantly and favorably affected customer value and engagement. This is because the decision-making process when choosing a product or forming an opinion about it is influenced by how well the content is crafted. Good content is seen as content that creates an emotional connection with its audience. Moreover, if the content goes viral, whether positive or negative, viewers will remember it. Viewers also prefer content that is honest and avoids excessive or manipulative expressions.

The third study, "The Effect of Price Promotion, Promotion Time Limit, and Interpersonal Interaction on Indonesian Consumers' Online Purchase Intention through the TikTok Live Streaming Platform" [23], used the TikTok live streaming platform to examine factors that both directly and indirectly influence Indonesian consumers' intentions to make online purchases. The study looked at price promotion, perceived risk, online purchase intention, promotion time constraint, and interpersonal contact using the SOR Model. 254 respondents from Indonesia were selected for the study using purposive sampling, and the data was analyzed using structural equation modeling (SEM).

The study's primary conclusions showed that price promotion, promotion duration, and human interaction—including exchanges between users and streamers all had a beneficial effect on TikTok users' intents to make online purchases. Additionally, it was found that perceived danger was considerably and negatively impacted by human interaction. Furthermore, it was shown that perceived risk acts as a mediator in the association between online purchase intention and interpersonal interaction [23].

The results of Xiao et al. and Peng & Liang, who discovered that the majority of Indonesian customers are price and time sensitive, are consistent with the findings that online buying intention is significantly and favorably impacted by price promotions and promotion time limits [24], [25]. When price changes only take place over a specific time period, purchase intention rises [26], [27]. In the meantime, online purchase intention is also strongly and favorably influenced by interpersonal interaction, which includes consumer-streamer and consumer-consumer interactions. TikTok live streaming can help close the gap between buyers and suppliers. Customers can access more thorough product information thanks to this feature, which also aids in decision-making [28]. This element of TikTok's live streaming platform allows users and streamers to communicate in real time.

The findings of Huang & Suo in 2021, who found that consumer-streamer and consumer-consumer interactions significantly and negatively affect perceived risk, are also supported by the findings of this study [29]. The study discovered that the impact of consumer-streamer and consumer-consumer interactions on the desire to make an online purchase is mediated by perceived risk. These results suggest that interactions during live TikTok streaming can lower perceived risk by boosting consumer trust. Due to their increased familiarity with the product's quality, consumers may sense less risk and be more inclined to buy [30]. However, the study demonstrates that perceived risk does not act as a mediator between the impacts of price promotion and promotion time restriction. This is due to the fact that, even in the event of a price or time limit offer, customers will still make the purchase during TikTok live streaming.

Understanding the more profound impacts of TikTok in advancing higher education is the main goal of the fourth paper by Akbari et al. titled "The Marketing Power of TikTok: A Content Analysis in Higher Education" [31]. By examining the content of the TikTok account (@uhamkapmb), which seeks to draw in new students, the study employs a qualitative methodology. Information about marketing, advertising, and higher education may be found on the @uhamkapmb account. Content published between August and October of 2021 was used to gather data. Views, comments, likes, profile views, and video views were all counted by the researchers, who then examined the data. Targeting present and potential UHAMKA students between the ages of 18 and 25, the researchers also disseminated a survey regarding user satisfaction with the material in order to assess the TikTok account. MS Excel was used to process the data after about 100 respondents were observed. According to the data, there was a notable surge in views in September 2021 (19,077.84) as opposed to 6,941.42 in August and 8,690.2 in October. Customers also concurred that @uhamkapmb's content was thorough, accurate, user-friendly, and interesting [31].

The @uhamkapmb account, which at first had 28.6 thousand likes but no followers, is highlighted in the study by Akbari et al. Nevertheless, it saw a sharp rise in popularity, reaching 672 thousand likes and 32,000 followers on TikTok. The top ten most viewed posts between August 22 and October 20 discussed romantic relationships and the registration process, TikTok trends, and podcasts. With over 80,000 more views overall in September 2021 than in August and October, the average engagement diagram demonstrated a notable rise. The posts with the most user interactions were those about the UHAMKA registration timetable and details; in September 2021, the most views were 778,269 for the video. The top three postings mostly dealt with romance-related conversations and exchanges. These posts' quotes were the most popular material since they drew viewers. The producers' demeanor, tone, and clothing all served to enhance the content's allure. TikTok's algorithm and video streaming features can increase engagement by 70%, 90%, 50%, and 43.2%, respectively [32]. This makes it possible for material to trend every day, which presents a marketing opportunity, particularly for UHAMKA. According to the study's findings, UHAMKA's campaign surpassed expectations, demonstrating the effectiveness of TikTok as an inexpensive marketing tool.

Genoveva in 2022 conducted the sixth study, "TikTok Platform Opportunity: How Does It Influence SMEs Brand Awareness Among Generation Z?" to assess how influencers, content marketing, and psychological factors affect SMEs' brand awareness from the viewpoint of Generation Z. 238 participants received questionnaires as part of the study's quantitative approach [33]. The findings

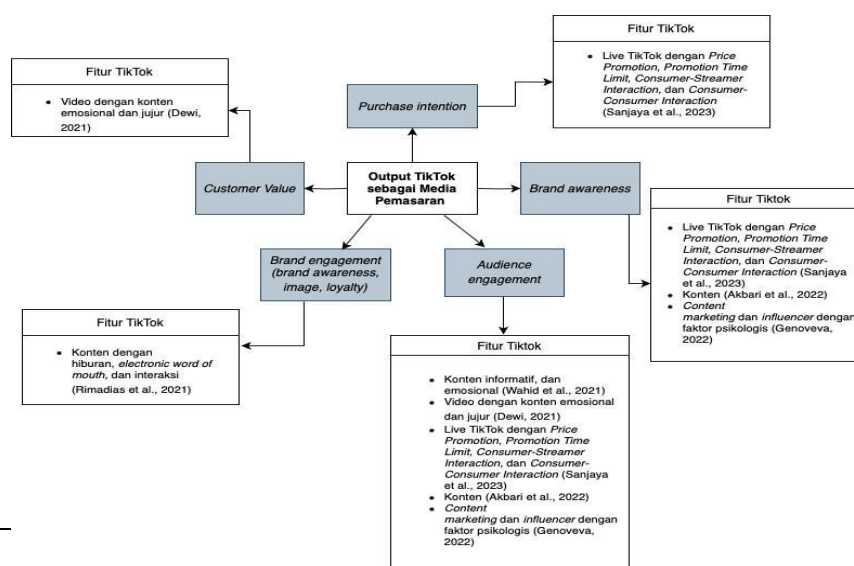
showed that psychological elements, influencers, and content marketing all significantly and favorably increased brand awareness. With 63.5% of the total, content marketing was the most important component, followed by influencers (21.6%) and psychological aspects (43.2%) [33]. These findings are consistent with Kotler, Kartajaya, and Setiawan in 2017, who emphasize that if a company wishes to have high visibility, content marketing is crucial for creating audience connection [34]. Marketers need to provide engaging content if they want to raise brand awareness and provide customers with value. TikTok music and videos work together to produce a powerful tool because viewers feel as though they are interacting directly with the influencers or businesses represented [35].

Utilizing social media marketing on the TikTok platform, the sixth study, "Using Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on the Tourism Sector in Indonesia," by Rimadias, Alvionita, and Amelia in 2021, investigates the elements that affect brand awareness and brand image in Indonesia's tourism sector [36]. In this quantitative study, online questionnaires were distributed to 220 TikTok users aged 20 to 25. The study used social media marketing, which entails direct or indirect procedures meant to create Using social media sites such as By using social networking, bookmarking, microblogging, blogging, and content sharing, companies, goods, individuals, brands, and other entities can improve their memory, awareness, recognition, and activity. The six characteristics of social media marketing include trendiness, amusement, interactivity, customization, and electronic word-of-mouth [37]. The concept of consumer brand engagement, which characterizes the connection that is formed between customers and businesses, was included in the study along with the concepts of brand awareness, brand image, and brand loyalty. This concept strengthens and deepens the interaction between consumers and businesses [38]. The study's conclusions indicate that interaction, entertainment, and electronic word-of-mouth all have a favorable effect on consumer brand engagement in the tourism industry's TikTok marketing. Meanwhile, since sharing amusing content is TikTok's main objective, trendiness and personalization have no effect on customer brand engagement. The primary determinant of brand recognition, brand image, and brand loyalty is consumer brand engagement, or CBE.

TikTok has been employed as a digital marketing strategy in Indonesia across a variety of industries, including electronics [20], education [31], and tourism [36], in accordance with the research objectives. Live streaming [23] and the ability to upload photos or videos [20], [22], [33], [36] are features that can be utilized for marketing objectives. Other marketing strategies include influencers and advertisements [20], [22].

TikTok is a digital marketing platform that aligns with the World Economic Forum's (2014) definition of digital media, which places an emphasis on persuasion, accessibility, connectivity, data-driven approaches, personalization, the potential to go viral, immersion, interaction, mashability, multiplatform functionality, creativity, and the ability to go viral.

**Diagram 1. An examination of the outcomes of using TikTok as a platform for marketing**





## 5. Conclusions

In Indonesia, TikTok has been used successfully as a digital marketing tactic to capitalize on the benefits of digital media, especially in promoting interaction or connection. Through its impact on the interaction between audiences and brands, its use enhances brand image, loyalty, value, and purchasing decisions. To increase this level of involvement, the audience reacts best to content that is instructive, emotionally engaging, fascinating, interactive, sincere, and not overly dramatic. Understanding the target audience's particular needs and daily habits is essential when creating content so that the features and messaging used to deliver these messages are appropriate.

As technology develops more, new marketing opportunities arise. By researching Indonesian consumers' preferences for social media content, this study seeks to provide insightful information about how TikTok might be used as a marketing platform in that country. For marketers and brands, it can also act as a manual for creating digital marketing plans.

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