

## Effectiveness of TikTok Social Media Advertising as an Online Promotion Strategy for CV Avero Indonesia

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### ARTICLE INFO

*Keywords:* Promotion, Advertising Effectiveness, TikTok, AIDA

*Received :* 20, November

*Revised :* 21, December

*Accepted:* 25, January

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### ABSTRACT

Advertising is one way to market products in the digital era by utilizing social media as a marketing tool to expand its market reach without limits. Implementing the right online promotional strategy is very necessary to attract consumer attraction through TikTok social media. This research aims to analyze the effectiveness of TikTok social media advertising as an online promotion strategy for CV Avero Indonesia and analyze the content characteristics of TikTok @averoofficial advertising as an online promotion strategy for CV Avero Indonesia. This research is qualitative research using the library research method. The research results can conclude that advertising via TikTok social media is quite effective as an online promotion strategy for CV Avero Indonesia. The advertising promotion strategy delivered by the TikTok account @averoofficial is in line with the AIDA stages, which attract a lot of attention and increase the audience seen from the number of followers of the TikTok account.

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## **INTRODUCTION**

Technological developments in this era are increasing, complemented by the development of the internet which has become one aspect of making it easier to obtain information and provide various needs. The use of this technology has an impact on the business sector. The use of the internet and social media as a supporting tool for online marketing to reach a wider market share. Online marketing, also known as digital marketing, is the use of the Internet in marketing activities, as a link between producers, marketers and consumers who can share information and communicate (Sukmawati & Huda, 2022).

Implementing digital marketing is important for business people to be able to compete with competitors. Through this marketing strategy, it is used as a communication tool with consumers to inform, remind and invite consumers to buy the products offered. Digital marketing is also known as a marketing communication link to create consumer interest and attraction. The aim of marketing communications is a way to inform and influence consumers to be willing to accept, buy and show high loyalty to the products being marketed (Fitriani et al., 2023). Promotion functions as a marketing communication medium and is used to exchange information between sellers and buyers. One of the promotions in marketing communication media is through advertising.

Advertising is a paid introduction of a good, idea or service by a particular sponsor (Widhayani, 2020). This shows that advertising can introduce or inform about a product or service being offered to attract the attention of many people. Advertising influences the purchasing decisions of every consumer when purchasing a product. To influence consumer purchasing decisions and arouse consumer interest, strategies are needed to create effective advertising messages. Apart from being effective, advertising must also be able to convey the attractiveness of its message (Putra, 2022).

According to data from We Are Social, the number of active social media users in Indonesia increased by 60.4% or 167 million in January 2023. The increase in active social media users in Indonesia could provide a big opportunity for business people to introduce their products more widely to potential consumers. Social media is a forum for interacting in various activities, such as marketing products and providing information about products, making people aware and interested in buying them (Nufus & Handayani, 2022). One of the social media platforms as a product marketing platform is TikTok. Based on a report from Data Indonesia, there are 99.79 million TikTok users in Indonesia.

TikTok social media is an interesting and effective promotional strategy, which is in line with the target of most young adult generation users. TikTok social media reaches a wide range of users with around 64% of internet users or around 160 million Indonesians active social media users, the TikTok application is a social media that is user-friendly and easy to use (Hasiholan et al., 2020). This makes TikTok a new media tool in the world of marketing. Promotional activities on TikTok in creating creativity through video content are quite practical and attract the attention of many people, which can make

TikTok stand out more and have the effect of increasing wider reach. Increasing market share expansion is very necessary for various business marketing, including cosmetic products.

The growth of body care products is increasingly rapid, which is also influenced by high demand from consumers. Based on data from the Association of Indonesian Cosmetics Companies and Associations (PPAK Indonesia), regarding sales of cosmetics, body care and wellness products in Indonesia there has been a significant increase with a 7% increase to 7.45 USD in 2021, an increase from 6.95 USD in 2020 (Pascaline, 2023). The development of sophisticated technology makes it easier for business people to market their products through digital content. This increase in sales has triggered new growth in the local cosmetics industry opening up new business opportunities supported by consumer interest and advances in digital technology.

CV Avero Indonesia is a local business in the cosmetics sector that uses TikTok advertising as a promotional medium. One of the promotional media for CV Avero Indonesia is through the TikTok platform, namely the TikTok account @averoofficial with 15.6 thousand followers. The promotion carried out by CV Avero Indonesia is to introduce products by creating interesting content such as education on the importance of body care, the product unboxing process, product introductions for daily activities, as well as other content that leads to inviting and buying the product. In facing intense business competition, especially cosmetics, the online promotion strategy carried out must always create creative innovation in developing content and products.

This research aims to analyze the effectiveness of TikTok social media advertising as an online promotion strategy for CV Avero Indonesia and analyze the content characteristics of TikTok @averoofficial advertising as an online promotion strategy for CV Avero Indonesia. The variables used in this research were analyzed using a qualitative approach. These variables were analyzed and measured based on four stages, namely the AIDA stage (Attention, Interest, Desire and Action).

## **THEORETICAL REVIEW**

### ***Promotion***

Promotion is a marketing strategy in providing products to consumers, with good and attractive promotions it can help consumers get information and know more about the product, and can influence consumers to buy the products offered (Setyobudi, 2021). According to (Lupiyoadi, 2013) promotional tools include advertising, personal selling, sales promotion, public relations, word of mouth, direct marketing and marketing publications.

### ***Advertising Effectiveness***

Effective advertising is not only measured from one point of view but also from how the sender and recipient of the message can understand the message in the advertisement. Apart from that, the effectiveness of advertising is considered high in terms of the brand being recognized, the ad being

attractive, and being able to convey messages about the product or brand (Tarigan et al., 2011).

### **AIDA**

AIDA (Attention, Interest, Desire, and Action) is a stage that explains the steps consumers take in responding to advertising. These steps include attention, maintaining interest, stimulating desire, and action resulting in the purchase of a product or service (Iha et al., 2021).

### **METHODOLOGY**

This research leads to qualitative research using the library research method. Library research is research carried out by collecting materials and information from libraries, recording library data, and processing research materials (Amelia et al., 2022). This is research that uses library materials to obtain research data. This research focuses more on the effectiveness of TikTok advertising, so researchers will analyze how high the use of TikTok is as an online marketing strategy for CV Avero Indonesia.

The data collection technique used in this research uses data collection techniques from various books, literature, notes and various reports related to research variables. Data collection in this research used observation techniques. Observations were carried out by collecting data in the form of direct observations of the advertising content of the @averoofficial TikTok account. In addition, various literature and data were generated and analyzed using AIDA stage analysis. This analysis is reviewed from the Attention, Interest, Desire and Action stages on the TikTok @averoofficial account.

### **RESEARCH RESULTS**

#### ***Effectiveness of TikTok Social Media Advertising as an Online Promotion Strategy***

TikTok is a social media platform that is currently on the rise, especially among the young adult generation. According to the We Are Social report, the number of active TikTok social media users reached 1.09 billion worldwide as of April 2023. TikTok users worldwide have increased by 12.6% compared to the previous year. The We Are Social report also shows that women dominate TikTok users in all age groups worldwide in April 2023. The largest number of TikTok users are between 18-24 years old, with a proportion of 20.9% women and 17.5% men.

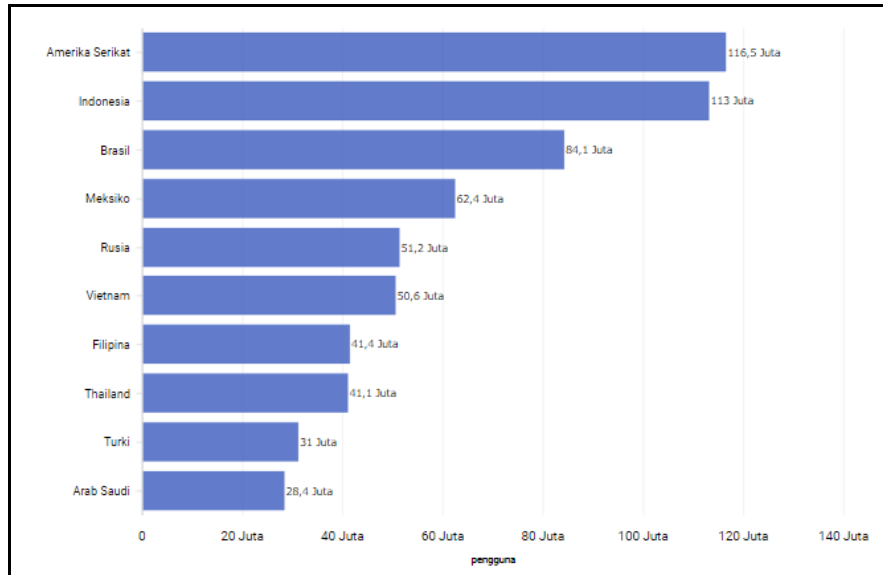


Figure 1. TikTok User Graph as of April 2023  
Source: *databoks.katadata.co.id* (2023)

Quoted from *databooks.metadata.co.id* in April 2023, the United States is the country with the most TikTok users in the world, reaching 116.49 million users. Followed by Indonesia, which has 112.97 million active users, Brazil 84.13 million users, and Mexico 62.44 million users. With the growing number of TikTok users in Indonesia, it will be easier for business people to market their products on TikTok, because TikTok also provides an online e-commerce feature in the form of TikTok Shop, so that business people can promote their products by uploading video content on TikTok. then immediately direct to make a transaction at the TikTok Shop.

Promotional strategies have entered the digital world, and utilizing TikTok social media can be a breakthrough to help increase sales quite efficiently. The following is the TikTok account @averoofficial as shown in the image below:

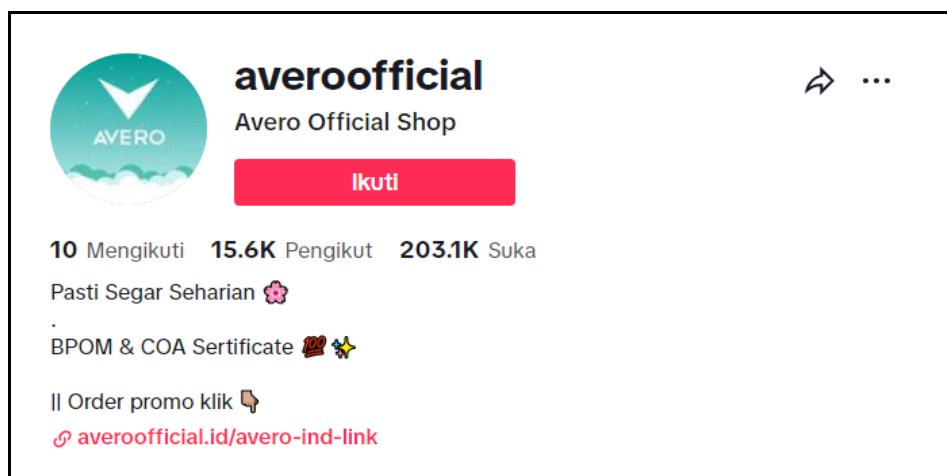


Figure 2. TikTok Account Profile @averoofficial  
Source: *TikTok @averoofficial* (2023)

From the image above, it can be seen that there are quite a lot of followers on the TikTok account @averoofficial, reaching 15.6 thousand followers. In research (Amelia & Yuwita, 2023) it is stated that TikTok social media is quite efficient which is very helpful in digital marketing. According to Kotler and Keller, the stages most often used when planning and can be applied to all advertising promotions are the AIDA stages. Use of AIDA stages (Attention, Interest, Desire, and Action) to clarify the concept of change, attitudes, and behavior about the action framework. The level of effectiveness of promotional activities for the @averoofficial TikTok account can be measured through four stages, namely:

1. Attention (attention), is a way to get the attractive attention of consumers in the form and media conveyed. There is a real change in consumer attitudes. In the advertising video content, the @averoofficial account succeeded in attracting attention with its Jenag-Jedug style video content aimed specifically at target consumers.
2. Interest is a way to gain and maintain consumer interest. Starting to feel interested in the products marketed to consumers. This depends on the effectiveness of the advertising content used, the emergence of consumer perceptions regarding the products displayed, and the clarity of the message. The @averoofficial TikTok account contains clear delivery so that it is easy for consumers and viewers of TikTok users to understand. This attracts viewers to follow and like the TikTok account which creates an increase in the number of followers.
3. Desire (desire), is a way of obtaining or stimulating desire by generating consumer motives and motivation. Apart from interest, consumers are encouraged to want to own the product being offered. In the TikTok social media video advertisement, the @averoofficial account provides an interesting and easy-to-understand explanation, thus attracting consumers to interact directly via video comment chat which can increase their desire to buy the product.
4. ction (action), is a method that causes the resulting action to occur in the form of a decision to purchase the product being offered. Real actions by consumers in purchasing products. @averoofficial's video ad marketing displays a TikTok Shop basket which can make it easier for consumers to direct themselves in purchasing products.

These results show that many people are familiar with the promotion via TikTok accounts and are aware of the product offer, so it is included in the attention stage. Many visitors who use TikTok are already interested in products from @averoofficial, so TikTok as an online promotional strategy media has had a positive impact by increasing market reach after using TikTok media.

## DISCUSSION

### *Characteristics of @averoofficial Tiktok Advertising Content as a Promotional Strategy*

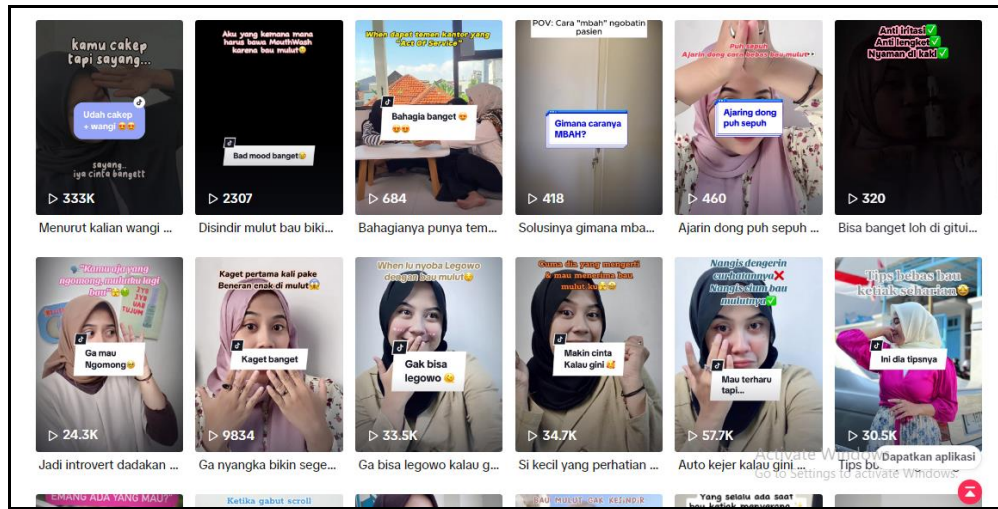


Figure 3. Contents of TikTok @averoofficial Advertising Content  
Source: TikTok @averoofficial (2023)

The advertising content of the @averoofficial TikTok account contains video content or product photos which can then be shared to attract potential consumers. CV. Avero Indonesia can manage and utilize its TikTok account as well as access to information and introductions about its products which have an impact on increasing sales at CV. Avero Indonesia. Information in advertising content with factors including the following:

a. Use of Hashtags

The hashtag feature with the addition of keywords provides access to information for TikTok users when looking for information related to keywords. Hashtags are signs that make it easier for consumers to find a particular language, such as searching for a name, event, or even product, and searching using hashtag symbols (Nufus & Handayani, 2022). Use of @averoofficial content hashtags such as #fyp, #baumulut, #mouthspray, #freshmouth, #bauketiak, #deodoranalami. TikTok @averoofficial advertising content always includes hashtags as characteristics and more specific consumer interests because TikTok content is sorted according to hashtags so that they appear on the homepage or FYP (For You Page) for all TikTok users. Using hashtags makes it easier to find the desired problem. By searching for #freshmouth products, @averoofficial account content can appear on consumer search pages.

b. Creating Attractive Advertising Content and Following Trends

Competition for online promotions is tight, so it is necessary to create content that attracts the attention of many people. To design interesting @averoofficial advertising content such as making question and answer videos, detailed benefits and how to use them, promo information and bonus prizes. Following trending videos aims to get an increase in viewers. In this case, some

content follows trends, such as mini drama videos, product unboxings, and pausing-jug templates. Creating trendy content can attract viewers, increasing the number of likes and viewers for the content.

c. Clarity of description of advertising content

Writing clear content descriptions can make it easier for viewers to understand the content presented in the advertising video. The use of descriptions in @averoofficial advertising content has been well prepared in the form of video content and video captions. This strategy can be circumvented by making the caption and description of the video clear and interesting so that the audience likes and is comfortable with the delivery of the content of the video advertisement. A persuasive description of the content makes the audience more comfortable in the interaction. So that the content contains persuasive content, creating direct two-way interaction in video content comments.

These factors will encourage TikTok users to be interested in interacting on the digital platform and have a positive impact on increasing sales and increasing followers of the @averoofficial account. TikTok social media is considered more interactive and informative, so it is very helpful in online promotion strategies as a business actor with a wide target reach and according to the desired targets.

## CONCLUSION AND RECOMMENDATION

Based on the results of the research and discussion, it can be concluded that the author found harmony between CV Avero Indonesia's marketing form and the AIDA stages. The use of TikTok social media is of great interest to the young adult generation, so advertising on TikTok social media is effective as an online promotional strategy. The advertising video content of the @averoofficial TikTok account has been able to attract many consumers from the style of its advertising content.

It is recommended that CV Avero Indonesia make more use of the TikTok platform through the TikTok Shop feature because these two factors influence each other in consumer actions in purchasing products. The promotional strategy in managing TikTok @averoofficial advertising content is further enhanced towards innovation and variations in the content of the descriptions conveyed so that it can attract direct interaction with consumers.

## FURTHER STUDY

It is hoped that further research will be able to examine more deeply the strategic planning for TikTok social media promotions and consumer responses regarding their interest in advertising video content in a product being promoted.

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