

TikTok Takes Over: Utilizing Live TikTok and TikTok Shop for Business Promotion

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ABSTRACT

This research aims to explore the utilization of TikTok as a business promotion media through Live TikTok and TikTok Shop features. This research uses a qualitative descriptive method by conducting literature studies and analyzing data from reliable sources. The results show that TikTok is an effective promotion media because it has many users, is easy to use, popular among millennials, often used by celebrities, and has TikTok ads features that can optimize content distribution. Live TikTok and TikTok Shop features can also be used as a means of business promotion by holding live streaming and selling products directly through the application.

Keywords: TikTok, social media, business promotion, Live TikTok, TikTok Shop.

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1. INTRODUCTION

In the current digital era, social media has become an effective tool for promoting businesses. One of the popular social media applications among millennials is TikTok. TikTok has many active users and features that can be utilized to promote businesses, such as Live TikTok and TikTok Shop. Therefore, this research aims to explore the utilization of TikTok as a business promotion media through Live TikTok and TikTok Shop features.

2. LITERATURE REVIEW

2.1 About tiktok

TikTok is a video-sharing app that allows users to create and share short-form videos on any topic. It is a mobile-based platform that allows users to get creative with their content using filters, stickers, voiceovers, sound effects, and background music. TikTok has quickly gained a massive following, particularly among younger generations, and has become a cultural phenomenon. Although it is famous for dance challenges and lip-synching, TikTok creators are using the platform to discuss complex subjects, campaign for change, and educate their audiences in subjects ranging from healthcare to accountancy. TikTok also provides marketers with a level playing field when it comes to reach and engagement. Unlike social media platforms such as Instagram or YouTube, TikTok accounts with zero followers can get millions of views on a new video thanks to the viral nature of the algorithm



Figure.1. Tiktok Logo

Source:

https://www.google.com/imgres?imgurl=https%3A%2F%2Fcdn.pixabay.com%2Fphoto%2F2021%2F01%2F30%2F06%2F42%2Ftiktok-5962992_1280.png&tbnid=k323acwECVDgQM&vet=12ahUKEwjhrYfy3pD-AhWr-nMBHUC2DeoQMygAegUIARC4AQ..i&imgrefurl=https%3A%2F%2Fpixabay.com%2Fid%2Fillustrations%2Ftiktok-logo-merek-aplikasi-tik-tok-5962992%2F&docid=IOrS5jK0TGKN2M&w=1280&h=1280&q=logo%20tiktok&ved=2ahUKEwjhrYfy3pD-AhWr-nMBHUC2DeoQMygAegUIARC4AQ

2.2.1. Tiktok shop

TikTok also provides a feature that allows users to purchase products directly from the app, known as TikTok Shop. TikTok Shop enables users to browse products from various brands and make purchases directly within the TikTok app. Several big brands such as H&M, Nike, and Sephora have joined TikTok Shop to expand their market reach.

TikTok Shop uses a personalized algorithm to tailor the product display to user preferences. Additionally, users can find products through search results or banners that appear on the "Discover" page in the TikTok app. The payment process is easily and securely handled within the TikTok app, with support for various payment methods.

TikTok Shop has become a significant e-commerce platform for various brands to reach a wider audience and engage with consumers. As stated by Shirai et al. (2022), TikTok Shop provides a personalized shopping experience to users with a personalized algorithm, improving brand visibility and revenue for businesses. With its growing user base, TikTok Shop has created a platform for brands to promote their products and services. Moreover, Live TikTok has become another promotional media for businesses to market their products and services in real-time. As mentioned by Zhang et al. (2021), Live TikTok enables businesses to connect with their target audience, provide demonstrations of their products, answer questions, and engage with consumers. This creates an opportunity for businesses to build trust with their audience and establish long-term relationships.

Both TikTok Shop and Live TikTok provide a unique approach to marketing by allowing brands to interact directly with their target audience. According to Song et al. (2022), Live TikTok has become an essential tool for businesses to promote their products and services, enabling businesses to showcase their brand personality and create a more immersive and interactive experience. Similarly, TikTok Shop has become an effective tool for businesses to increase their revenue and market share by reaching out to new and existing consumers (Zhang et al., 2021).

In conclusion, TikTok Shop and Live TikTok have become essential tools for businesses to promote their products and services to a younger demographic. The personalized approach of TikTok Shop and the immersive experience of Live TikTok provide businesses with a unique way to interact with their target audience and create long-term relationships.

Marketers are drawn to TikTok as it reflects a key social media trend for creative skills and collaboration amongst young audiences Dewa, Et al (2021). According to Ilham Hilal, Et.al and Dewa, Et, al (2021) TikTok is an effective promotion media because it has many users, is easy to use, popular among millennials, often used by celebrities, and has TikTok ads features that can optimize content distribution. Live TikTok and TikTok Shop features can also be used as a means of business promotion by holding live streaming and selling products directly through the application. es to a younger demographic (Zuo et al., 2022).

3. EXPERIMENTAL

This research uses a qualitative descriptive method by conducting literature studies and analyzing data from reliable sources. The data used in this research is secondary data obtained from journals, articles, and other reliable sources.

4. RESULTS

The research was conducted through a literature review, which found that the utilization of social media, especially TikTok, which has been booming for the past two years, and the addition of new features to the application are being utilized as opportunities by its users. Furthermore, there are many features that support business processes, such as promoting products through TikTok videos using hashtags to increase visibility, also known as "For You Page" or FYP. Additionally, businesses can promote their products using the live feature on the app, enabling two-way interactions between sellers and buyers. Furthermore, TikTok supports the TikTok Shop feature by offering various promotions and vouchers, making it attractive for businesses to use TikTok as a promotional tool for their products.

5. CONCLUSION

From the results of the research, it can be concluded that TikTok is an effective promotion media for businesses because it has many users, is easy to use, popular among millennials, often used by celebrities, and has TikTok ads features that can optimize content distribution. Live TikTok and TikTok Shop features can also be used as a means of business promotion by holding live streaming and selling products directly through the application.

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