

## Digital Marketing's Big Potential on Tiktok Platform: Users, Audiences, And Social Media Competitions

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**Abstract:** This Research aims to know the enormous potential of digital marketing on the TikTok platform, which is now growing as one of the most popular with a high amount of users and audiences, understand the characteristics of the users, and evaluate the other social media competitors. This Research used a quantitative approach with a survey to get data from 100 TikTok users, which included variables such as users, audiences, and social media competitions. Data were collected through an online questionnaire and analyzed with SmartPLS. Various generations have a strong interest in TikTok; Tiktok has a strong appeal to multiple generations, with short, interactive video content and a personalization algorithm that is effective in increasing user engagement. TikTok is also able to attract brands with more targeted marketing potential. By focusing on creativity and virality of content, TikTok competes with other platforms such as Instagram, YouTube, and X. This Research implies that TiResearch is the most effective platform for innovative digital marketing campaigns targeting a broad audience. The results show that the audience is important in increasing marketing effectiveness. On the other hand, the user variable shows a very significant influence on digital marketing effectiveness. In addition, the level of competition between social media platforms also affects the success of TikTok's digital

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### Introduction

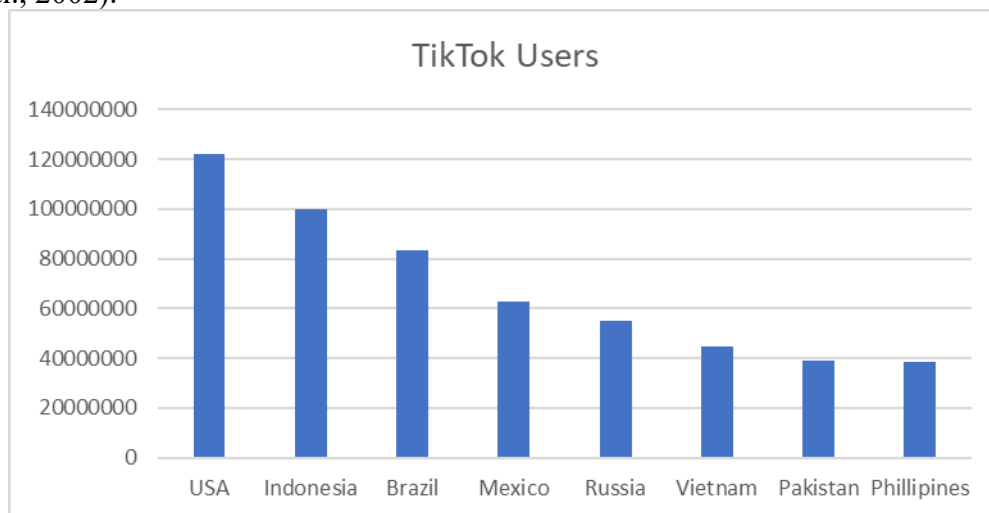
Today's digital development is very influential in people's lives. In recent years, social media platforms have become a key tool in digital marketing strategies due to their reach and ability to build direct relationships between brands and consumers. Among the many social media platforms, TikTok has become the fastest-growing social media in the post-pandemic era. The app became the most downloaded globally in 2020 and 2021, reaching 1,506 million downloads in those two years, surpassing Instagram, which had 1,048 million downloads. Some studies, such as ("User Experience Analysis on TikTok Using the User Experience Questionnaire (UEQ) Method" (2022), have shown TikTok's great potential in digital marketing, but there is still relatively little research on TikTok as a marketing platform in user engagement. With the surge in popularity on the TikTok platform, such as the study entitled "The Effect of Viral Marketing and Social Media Marketing on Purchasing Decisions on the TikTok Platform," followers' responses to marketing in TikTok are also still not

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analyzed, especially about the lifestyle, needs and even behavior of people who are consumptive and want fast and easy. This development has a positive impact on marketing strategies. A marketing strategy is needed in a company's policy to realize the goals that need to be achieved from a company's vision and mission. (Barta et al., 2023)

Social media such as TikTok is growing rapidly because it is strikingly different from just a short video; now, TikTok has developed into the business world, namely e-commerce. TikTok easily opens new opportunities because before creating new opportunities, it already has a relatively large number of users, so TikTok can easily make developments in the business world. (Shadrina & Sulistyanto, 2022). One of the factors why this social media platform is so popular is its ease of use. Not only that, but TikTok is also the most entertaining platform for creating marketing content. TikTok can create a marketing campaign without requiring much money. This social media platform aims to market products and create relationships with other people. Marketers can utilize this to create relationships with their potential customers. (Akbari et al., 2022)

The algorithm implemented in TikTok easily attracts consumers. With the ease of use of TikTok, they can easily create content and review a product in their style and way so that consumers are interested in the product. Not only that, TikTok can also provide direct interaction between users. (Mahardini et al., 2002).



**Picture 1.** TikTok users' graphic data in 2023

As reported (Tang, 2019), there are various promotion methods. Promotion makes it easier for a means of communication carried out by a company to create potential customers. As reported, it aims to understand companies, their products, services, and brands to drive sales and build brand loyalty. Moreover, the purpose of promotion is to influence consumers in making purchasing decisions. This strategy significantly impacts sales because sales will run optimally with promotional efforts.

One influential method in business and marketing is user-generated content. User-generated content documents a consumer's experience using a product, making it more trustworthy and likely to be considered by other consumers for purchase. Because this content does not have the impression of bias or favor, user-generated content can increase public trust in products through genuine reviews

based on previous user experience. (Milawati Kusuma et al., 2023). Many businesses experienced an increase in sales after the birth of TikTok, as reported by (Saffira & Rahmawan, 2022). This study was conducted with in-depth questionnaires with respondents from different backgrounds to find out their different and varied views on the TikTok platform. It shows that audiences, users, and other social media competition have an important role in increasing marketing effectiveness on TikTok. Active audience interactions, such as likes, comments, and shares, increase content visibility, helping marketing campaigns achieve a wider reach.

TikTok, an application millennials and Gen Z use for creativity and self-disclosure, has become very popular in Indonesia. Not only that, TikTok also provides various interactive features, such as likes, comments, shares, and duets, which allow users to interact with content and other users. These features support the formation of a solid community and increase engagement between users. For businesses, these interactive features are an opportunity to interact directly with audiences, build closer relationships, and obtain valuable feedback. (Amalia Putri Sangadji et al., 2024)

The more TikTok develops, the more companies are interested in making TikTok their marketing. According to Khanifah (2021), Indonesians use TikTok to be creative and run a business. Currently, TikTok is widely used for digital marketing, such as creating, promoting, selling, and distributing products or services from one party to another. (Candra, 2023).

Social media is a digital platform that allows users to interact, share information, and create content over the internet. TikTok, known in its native China as Douyin, has the unique advantage of using background music without violating copyright. TikTok's popularity continues to rise thanks to its simple algorithm that does not rely on the number of followers an account has. In addition, the app can quickly learn users' habits through its For You Page (FYP) feature, which displays content that matches users' preferences. (K. Djawa & Rahman, 2023).

TikTok provides an opportunity for businesses to target a more segmented audience. Through features such as hashtags, location determination, and analytics, businesses can analyze audience preferences and tailor their content more precisely and efficiently (Napontun & Pimchainoi, 2023). With more than one billion monthly active users worldwide, TikTok has become a highly potential platform for companies to promote products and reach a wider audience. TikTok's success in attracting users lies in the innovative concept of short videos and in the excellence of the intelligent algorithm that powers the platform. Promotional content on TikTok can be video tutorials, customer testimonials, or interactive campaigns inviting audiences to participate. (Amalia Putri Sangadji et al., 2024).

The arrival of TikTok poses a threat to several major social media platforms, such as YouTube, Facebook, Instagram, and X (Twitter), with different content models. This affects the number of active users on each social media platform, both positively and negatively. With different content models or concepts for each platform, the success of digital marketing conversion to sales is also a reference for companies to choose which platform is most effective in digital marketing (Rocha et al., 2021).

## **Research Method**

This study used questionnaires as the primary source of quantitative research. Questionnaires were distributed to all social media users, especially TikTok applications ranging in age from 17-60 years old, who can use digital marketing, users, and audiences related to the TikTok platform. This analysis uses SmartPLS 2024. This research uses the Partial Least Squares Structural Equation

Modeling (PLS-SEM) method to examine the relationship between existing variables, such as audience, social media competition, users, and digital marketing on the TikTok platform. PLS-SEM was chosen because this method is very effective for analyzing data involving variables that are not directly visible (latent variables). This method is also flexible in analyzing relatively complex models even though the sample size is insignificant. In addition, PLS-SEM is suitable for exploratory research to understand the relationship between variables in digital marketing. This study used SmartPLS software to facilitate the data analysis process. This tool helps test the validity and reliability of the model and measure the influence between variables using several statistical tests such as Outer Model, Inner Model, R-Square, path coefficient, and bootstrapping.

The first step in the analysis is testing the model's validity. One way to test validity is to use the Average Variance Extracted (AVE) indicator, which measures how well the indicators represent the construct (variable). The results of this test show that two variables, namely social media competition and users, have AVE values greater than 0.50, which means they are valid. However, the audience and digital marketing variables have AVE values smaller than 0.50, indicating that these variables need to be fully valid and require improvement, such as improving the indicators used or collecting more data. After that, a reliability test was conducted to measure the internal consistency of each variable. The reliability test results show that all variables have a Cronbach's Alpha value greater than 0.70, indicating that each variable's indicators have good consistency and can be trusted. Then, the Inner Model test was conducted, which measures how well the model can explain variations in the measured variables. The results show that Audience, Social Media Competition, and Users can explain 73.2% of the variation in Digital Marketing effectiveness. The remaining 26.8% is influenced by other factors not analyzed in this study, such as content quality or other marketing strategies.

In addition, this study tested the influence of the variables using path coefficient and bootstrapping. The test results show that the user variable has the most influence on digital marketing, with a very small p-value (0.000), which means that the relationship between Users and Digital Marketing is very significant. This suggests that user-generated content (UGC) plays a vital role in the success of TikTok's marketing strategy. Social media competition also has a significant effect on digital marketing, with a p-value of 0.029, which means that the tighter the competition between social media, the more important it is for brands to create more creative marketing strategies to attract audience attention. Meanwhile, the relationship between audience and digital marketing shows a moderate effect, with a p-value of 0.011, which means that although the audience plays a role in increasing the visibility of content through interactions such as likes, comments, and shares, its influence is not as significant as the influence of the user variable or social media competition. Overall, the results of this study show that to achieve success in digital marketing through TikTok, a brand must consider three main factors: audience engagement, user creativity in creating content, and adaptation to the intense competition between social media.

## **Result and Discussion**

This study examines the effectiveness of digital marketing through TikTok by testing the influence of variables such as Audience, social media competition, and users on the success of digital marketing strategies. The analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The following are details of the results and discussion.

Outer Model Results  
Validity Test Results

**Tabel 1.** Hasil Uji Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Audience	0.464
Digital Marketing (TikTok)	0.469
Social Media Competition	0.549
User	0.505

Table 1 shows that the AVE values for the Audience (0.464) and Digital Marketing (0.469) variables are still below the 0.50 standard, indicating that these variables are invalid. However, the Social Media Competition (0.549) and User (0.505) variables have met the validity criteria with an AVE value greater than 0.50.

Reliability Test Results

**Table 2.** Cronbach Alpha Test Results

	Cronbach's Alpha
Audience	0.710
Digital Marketing	0.704
Social Media Competition	0.831
User	0.754

The reliability test results in Table 2 show that all variables have a Cronbach's Alpha value above 0.70, which means that these variables have a high level of reliability.

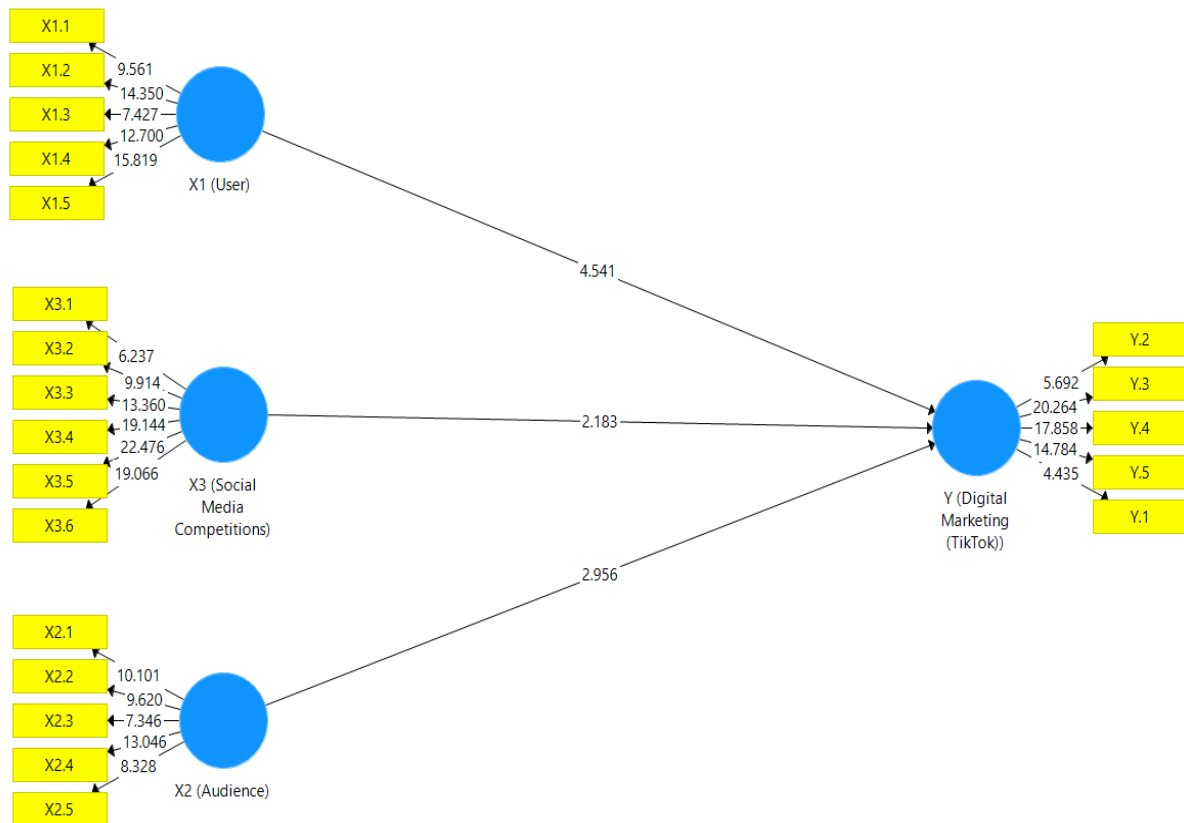
Inner Model Results  
R Square Test Results

**Tabel 3.** Hasil Uji R Square

	R Square	Adjusted R Square
Digital Marketing (TikTok)	0.732	0.724

Based on Table 3, the R-Square value for the Digital Marketing (TikTok) variable is 0.732, which means that Audience, User, and Social Media Competition influence 73.2% of the variation in the Digital Marketing variable. The remaining 26.8% is influenced by other variables not examined.

Bootstrapping Test Results



**Figure 1.** Bootstrapping Test Results

The information in Figure 1 above is the result of this hypothesis test carried out to determine the effect of a construct on other constructs. A variable can be said to have an effect if the P-value value is  $> 0.05$  or 5%, but if the P-value value is  $< 0.05$  or 5%, then the variable can be said not to affect other variables.

**Path Coefficient Test Results**

**Table 4.** Path Coefficient Test Results

	Original Sample (O)	Sample Mean	Standard Deviation (O/STDEV)	T Statistics (O/STDEV)	P Values
A → DG	0.312	0.312	0.121	2.581	0.011
K → DG	0.166	0.153	0.075	2.219	0.029
U → DG	0.473	0.476	0.108	4.371	0.000

Table 4 shows that the relationship between Users and Digital Marketing (TikTok) has a p-value of 0.000, which means that this relationship is significant. Social Media Competition has a significant influence, with a p-value of 0.029. However, the relationship between Audience and Digital Marketing shows moderate significance with a p-value of 0.011.

## **Discussion**

### **Audience on Digital Marketing (TikTok)**

The results show that the audience influences the effectiveness of digital marketing at TikTok. The greater the audience involvement, the more effective the marketing strategy is. This is because audiences who actively participate through likes, comments, and shares can significantly increase the visibility of marketing content. TikTok's algorithm, which is interest-based, encourages content with high levels of interaction to appear to more users. Thus, the audience becomes one of the key elements in viral marketing strategy. This research aligns with previous findings that actively engaged audiences contribute to the effectiveness of digital campaigns.

However, this study also found that audience influence on digital marketing is not always statistically significant, with a p-value of 0.011. Nonetheless, these results show that the role of the audience remains important, although not the only determinant of campaign success. The success of TikTok's marketing strategy also relies heavily on other variables, such as user-generated content (UGC) and the competitive dynamics between social media platforms. User-generated content (UGC) is perceived as more authentic and relevant by the audience, thus building stronger consumer relationships.

In addition, the dynamics of inter-platform competition are also important factors that influence campaign results. TikTok provides an excellent opportunity for brands to connect with audiences through creative and innovative approaches. However, content quality and the ability to compete with other platforms, such as Instagram and YouTube, remain key challenges. Therefore, a successful digital marketing strategy on TikTok requires a balance between audience engagement, content quality, and adaptation to social media competition. Moreover, a company must also understand its target audience. This requires market segmentation. Understanding the target audience based on demographic, geographic, psychographic, and consumer behavior. These segmentations are very important in the success of digital marketing in order to get many views by understanding what the audience is interested in. (Azpeitia, 2021)

### **Social Media Competition for Digital Marketing**

Social media competition plays an important role in the effectiveness of digital marketing, especially on platforms like TikTok that compete with many other social media, such as Instagram, YouTube, and Facebook. In the ever-evolving world of digital marketing, inter-platform competition encourages innovation and forces brands to adapt to trends and user preferences continuously. The results showed that social media competition significantly influences Digital Marketing at TikTok, with a p-value of 0.029. This finding confirms that the tighter the inter-platform competition, the more strategic the efforts made by brands to attract users' attention.

The different content characteristics on each platform are one of the factors that influence marketing strategies. For example, TikTok is a platform based on dynamic and creative short videos. At the same time, Instagram prioritizes visual aesthetics through photos and videos, YouTube focuses more on long-form videos, and Facebook offers a combination of various content formats. In this context, TikTok presents a unique challenge for brands to create relevant, entertaining, and informative content. Such content tends to be more successful on TikTok compared to other platforms that may be more text-oriented or static images.

The inter-platform competition encourages brands to innovate their content and marketing strategies. This includes using TikTok-specific features, such as creative effects, filters, hashtag challenges, and collaborating with content creators. This kind of strategy increases the campaign's

appeal and helps brands get closer to their target audience. Brands that can capitalize on TikTok's uniqueness as a short video platform often manage to win the competition. Those who can bring out creativity and relevance in their content tend to have higher engagement rates, which ultimately increases the effectiveness of their digital marketing campaigns. In conclusion, social media competition not only creates challenges but also great opportunities for brands to thrive. By understanding the uniqueness of each platform, especially TikTok, brands can design more effective and innovative marketing strategies to win users' attention amid increasingly fierce competition (Rimbasari et al., 2023).

#### A user on Digital Marketing

The results show that users have the most significant influence on the effectiveness of digital marketing on TikTok, with a p-value of 0.000. This finding underscores the important role users play in determining the success of marketing campaigns on this short video-based platform. TikTok is a platform that relies heavily on user-generated content (UGC), where users actively create content that attracts the attention of other users, including potential customers. User-generated content is often more authentic and appealing to audiences because it is considered relevant and trustworthy compared to content created directly by brands.

In TikTok's digital marketing strategy, UGC is one of the main pillars. User-generated content not only helps create an emotional connection with the audience but also increases a brand's credibility. For example, when a user showcases a product in their video, it is often more effective in attracting potential buyers' attention and trust than traditional advertising. The authenticity of this content capitalizes on TikTok's social dynamics, where trends and challenges often start from ordinary users' creativity rather than official brand campaigns.

Active users not only play a role in creating content but also increase the visibility of that content through TikTok's algorithm, which is designed to prioritize videos with high levels of engagement. Users also often act as influencers or informal brand ambassadors. Through their personal experiences, they promote products or services in a more natural and relatable way. In addition, user-generated challenges or hashtags often go viral, creating an excellent opportunity for brands to reach a wider audience without investing much money in formal advertising. This research confirms that the success of digital marketing on TikTok depends heavily on how active and creative users are in producing and sharing content. Therefore, users are crucial to the marketing strategies of this platform. By tapping into users' creativity, brands can create campaigns that are effective and have long-term appeal while leveraging the power of TikTok's unique community.

#### Conclusion

This research revealed that TikTok has excellent potential as an effective digital marketing platform, with its success influenced by three main factors: audience, active users, and the level of competition between social media platforms. The findings of this study highlight that the audience plays a crucial role in increasing the effectiveness of marketing campaigns on TikTok. Active audience interactions, such as likes, comments, and shares, contribute significantly to TikTok's algorithm, which supports the wide dissemination of content. These activities increase the content's visibility and help brands reach a larger audience, including those who were not previously directly targeted.

In addition, the role of active users or content creators has also proven to be a very significant element in influencing the success of TikTok's marketing strategies. The concept of user-generated

content (UGC) is the main attraction of TikTok, allowing users to create authentic, relevant, and engaging content. The authenticity of this content can create an emotional connection between the audience and the brand, increasing consumer trust and loyalty. As such, brands that can utilize user creativity in their marketing strategies have an excellent opportunity to build stronger relationships with their audiences.

The third influential factor is the level of competition between social media platforms. The intense competition between platforms such as Instagram, YouTube, and X (Twitter) encourages brands to continuously innovate in creating unique and engaging content. With its dynamic short video format, TikTok provides an opportunity for brands to get their message across quickly yet effectively. However, this challenge also requires companies to be more adaptive and responsive to trends to maintain relevance amidst changing consumer preferences and evolving platform features. The results of this study show that the success of TikTok's digital marketing strategy is greatly influenced by the synergy between these three factors. Brands need to understand their audience's behavior and preferences, tap into the creativity of active users in content creation, and design strategies that are adaptive to changing market dynamics and inter-platform competition. In this case, creative and innovative approaches are key for brands to maximize TikTok's potential as a marketing tool.

Furthermore, this research also indicates that TikTok can be an excellent platform for building brand awareness and increasing ongoing consumer engagement. A well-designed campaign captures the audience's attention and creates opportunities to establish long-term relationships with consumers. In the context of inter-platform competition, TikTok's ability to deliver content that quickly goes viral provides a strategic advantage for brands that can capitalize on it.

### **Recommendation**

Based on the results of this study, several recommendations can be proposed. For business owners and digital marketers, it is important to maximize the potential of TikTok as an effective marketing platform, considering its large number of active users and its strong appeal to various audience segments, especially younger generations. Creative and authentic content strategies should continue to be developed to remain competitive in the increasingly tight social media landscape. In addition, the use of features such as TikTok Ads, live streaming, and collaborations with content creators can significantly increase audience reach and engagement. For future researchers, it is recommended to explore further into audience behavior towards TikTok advertisements and to compare the effectiveness of TikTok with other platforms such as Instagram Reels or YouTube Shorts. This will help broaden insights into the role of social media competition in overall digital marketing strategies.

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