

# TikTok-Social Media Marketing Practices and Digital Branding

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**Abstract**—With the advancement of technology and the massive use of social media, many companies are looking at social media sites as their new way of promotion, one of which is the TikTok application. TikTok is one of the social media that provides opportunities for companies to build brands and promote their products or services by creating content that can attract, connect, and share information with customers. Therefore, this study aims to develop a theoretical mediation of TikTok's social media marketing practices and digital branding. Researchers have collected data obtained from questionnaires distributed online in the form of Google Forms to 170 user TikTok. This study found that TikTok's social media marketing practices and accessibility significantly and positively impact content sharing and digital branding. This research is expected to add and develop insights, information, thoughts, and knowledge for entrepreneurs in marketing through social media.

**Keywords;** *TikTok, Social Media Marketing Practices, Sharing Contents, Accessibility, Digital Branding.*

## I. INTRODUCTION

In the current era of globalisation, technological developments are increasing fast, both in communication and on the internet. With the increasing access to the internet, many entrepreneurs and companies have been looking to social media sites to support and grow their business. Entrepreneurs increasingly use social media to interact with others [1]. In addition, the pandemic triggered by the new Corona virus (COVID-19) and the consequent importance of isolation and social distancing, for example, are driving and forcing companies to seek alternative communications and business maintenance in the digital environment [2], [3]. Appropriate changes now is to create a new reflections and observations about the characteristics of these interactions that effects of social capital on entrepreneurs and their business. The use of social media in a typical industrial environment is becoming an important marketing communication tool. It is given the “omnisocial” nature of today's environment, where it is possible to assert that all parts of the consumer decision-making process are subject to the influence of social media [4]. There are many social media created, one of which is TikTok. TikTok has become a global sensation, capturing the attention of millions of users worldwide. This popular app lets users create 15-second videos using music, filters, and other innovative features.

When these videos make their way to the TikTok homepage, also known as the "for you page," they can become viral sensations and have a tremendous influence on their audience. As a result, TikTok has become a valuable marketing tool for businesses looking to reach a wider audience. Social media marketing involves leveraging online social channels to promote websites, products, or services, utilizing a much larger community than traditional advertising channels [5].

Using the TikTok application as social media marketing, business actors can also do digital branding of their companies, building digital power to dominate the market. Digital competition is a brand identity used by a product or company online. The function of social media in accelerating branding and marketing also needs to be studied more. Social media can be understood as one of the online media in which users or users can easily participate, such as sharing content that has been created, sharing and creating narratives, and expanding networks, forums, and virtual worlds. Thus, social media marketing promotes a brand more effectively and spreads quickly. Social media is easy to access and minimizes or even eliminates usage costs. The convenience obtained also does not require specific knowledge abilities.

This research aimed to identify the research questions, namely as follows:

RQ1: Does TikTok-social media marketing, accessibility, and sharing content increase a company's digital branding?

RQ2: How do shared contents mediate the relationship between TikTok-social media marketing, accessibility, and digital branding?

Previous research conducted by Praditasetyo [6] examined the influence of social media marketing through the TikTok application. It examined the effect on online purchasing decisions at Indonesian shoppes. At the same time, the author's research does not focus on one e-commerce brand but on the Practice-TikTok-Social Media Marketing on digital branding for all entrepreneurs who market their products or services online through TikTok social media.