

The Role of TikTok Application as A Marketing Media and Sales Increase at PT. Kakha Berdaya Bersama

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ABSTRACT

Marketing using social media today has increased over time. Social media is a bridge for online sellers and buyers who provide services from anywhere and anytime. The TikTok application has become one of the social media as well as e-commerce applications that have been widely used for the marketing process. Solving problems faced during the internship was done using a qualitative-descriptive approach. It was found that PT. Kakha Berdaya Bersama has not used the rapidly growing Tiktok application as its marketing medium. Hence, it was agreed to adopt the TikTok application as a new marketing medium by carrying out development and trials in marketing. The results show that the TikTok application has a positive and influential role as a marketing medium. Marketing and sales using the TikTok application have been proven to increase sales by 12% and increase sales in 2022–2023, reaching 101%. Thus, using the Tiktok application as a marketing and sales medium is significantly positively correlated with an increase of twofold. Optimization of features in the form of hashtags (#hashtags) can reach more potential customers, and the presence of brand ambassadors can increase customer trust, interest, and intention to buy products that have been marketed.

Kata Kunci: TikTok, digital marketing, brand ambassador, sales, social-media

INTRODUCTION

Increasing technological advances have a broad impact on the lives of people around the world. The progress of globalization and increasingly competitive technology has reached various sectors, including influencing marketing development (Edwards *et al.*, 2020). The use of the internet today is inseparable from various human lives. It can make marketing an everyday activity and allow consumers to access purchases instantly through various media.

This enables consumers and service providers to build trusting relationships (Edwards *et al.*, 2020). Therefore, marketing through the internet is now the leading choice in the marketing system known as 'digital marketing'. Increasing progress in digital marketing has resulted in a change that directs consumers to move through the grip of their devices.



Rita, Oliveira, and Farisa (2019) explain how the development of information technology today causes a shift in habits. Until now, most offline businesses are trying to switch to using e-commerce to reach a broader range of potential customers and gain a competitive advantage. Therefore, every business person must be sensitive to change to adapt to something new and be followed by many people to obtain better economic opportunities in the future (Edwards *et al.*, 2020).

One of the most significant outputs of the internet that is evolving into digital marketing is social media such as Facebook, Instagram, and TikTok. Social media is an application that many people can use to interact and communicate over long distances. The internet's power is improving because all activities can be done through social media, ranging from information exchange, virtual meetings, and even sales and marketing that present various user benefits. Digital marketing and sales by utilizing social media is an option for streamlining distance and time (Tien, 2020). Some social media provide features that make it easier for businesspeople to do marketing and instantly process online transactions, such as TikTok with its online sales feature, 'TikTokshop'. Murhadi & Reski (2022) explained that TikTokshop is an online transaction service provided by TikTok social media that presents various needs ranging from daily equipment (primary needs) to tertiary. Therefore, businesspeople do not have to spend more funds plus a creative idea in displaying photos or videos as marketing; the TikTok system will be able to reach potential consumers randomly without being a follower or following.

Since the establishment of PT, Kakha Berdaya Bersama, marketing and sales have been carried out online; marketing using Instagram and Facebook social media and sales using e-commerce application media such as Shopee, Tokopedia, and Lazada are other options. This sales application, in which there is also an ads system, can be used by businesspeople to advertise their products to users of this sales application. With an annual target of PT and high joint empowerment, innovation is needed to use a new marketing medium, namely, TikTok with its algorithm to display videos or advertisements that are made to be watched by many people, as well as various features such as TikTokshop and Live Shopping that can facilitate business people in the marketing and sales process. Therefore, with one marketing and sales application, businesspeople can be seen and received instantly by consumers anywhere and anytime (Tjiptono, 1995; Adnyana and Sudaryati, 2022; Meliawati, Gerald and Akhmad Edhy Aruman, 2023).

In 2020, the number of TikTok users in Indonesia was only approximately 17%, then increased in 2021 to 30%, and in 2022, it increased to 40% (Annur, 2023). In three years, TikTok users in Indonesia increased by 23%. In 2021, many of the TikTok application users around the world will be between the ages of 20 and 29, which reaches 35%, while the ages of 10 and 19 only reach 28%, the ages of 30-39 years reach 18%, the ages of 40 and 49 years reach 16,3%, and users over the age of 49 years only reach 2,7%. Most users are in productive age categories (Dihni, 2022). According to Rizaty (2023), in April 2023, Indonesia will become the second country with the most TikTok users worldwide, with 113 million users. This very rapid increase in TikTok users is a new opportunity for the marketing industry to spread more widely so that it can spread information to many people (Kurniawanto, Rahmadi and Wahyudi, 2022; Shafa and Hidayat, 2022; Wang *et al.*, 2023).

The rapid number of TikTok users and many trades through social media to increase marketing reach make PT. Kakha Berdaya Bersama takes advantage of opportunities to increase product sales targets. New marketing is carried out through the TikTok application to accelerate information updates that increase purchase interest, interest in products, and reviews of the products produced. This research is necessary because, until now, PT. Kakha

Berdaya Bersama has never used the TikTok application as a promotional medium. Later, the results of this study will provide space for companies to take advantage of market trends, especially social media, to attract consumers. This study aims to analyze the role of the TikTok application as a marketing medium and to increase sales at PT. Kakha Berdaya Bersama. This research can provide scientific information on the impact of using the TikTok application in increasing sales, facilitating product marketing to increase revenue and annual company targets, and producing new marketing techniques to survive during competitive competition between a product and a company.

LITERATURE REVIEW

Marketing

Marketing is an activity carried out to attract more customers to increase the number of sales so that it can compete competitively with competitors, according to Haque-Fawzi *et al.* (2021). Marketing is a specific plan and strategy to introduce products, goods, or services to increase the number of sales or activities carried out to achieve a goal because the level of sales depends on how many parties know about it. Nuralina *et al.* (2015), that marketing is a foundation that must be owned to grow, survive, and develop, which can create consumer loyalty and help achieve organizational goals.

Also submitted by Kotler & Armstrong (2008), marketing is a social and managerial process carried out to create, introduce, and provide value for a product to meet consumers' needs and desires with mutually beneficial behavior. Therefore, establishing good relations between businesspeople and consumers presents mutually beneficial behavior that will help achieve goals. Marketing has two main functions: marketing and innovation, which are interrelated in forming a product or service value (Nuralina *et al.*, 2015). Creating products, determining prices and points of sale, and introducing products to consumers is the task of marketing. According to Wibowo (2019), marketing has several functions: exchange, physical distribution, and facilitation. Some basic things must be done in marketing, referred to as the marketing mix. According to Wibowo (2019), basic things in marketing include the 4Ps: product, price, place, and promotion.

Buying Decisions

Before entering the purchase decision stage, consumers will be faced with several choice options that must be determined in the buying decision stage. Arfah (2022) adds that the purchase decision brings the consumer to the stage of considering a decision influenced by various factors in selecting a product suitable for his or her needs and satisfaction. Therefore, several indicators can influence buying decisions; as stated by Wulandari & Iskandar (2018), buying satisfaction, attractive packaging, buying recommendations, and well-known brands are variable indicators of purchasing decisions. Purchasing decisions are related to consumer behavior in meeting needs and satisfaction in searching, selecting, purchasing, and using a product, including evaluating its use by other customers.

Utomo and Salsabila (2021) explain that buying decisions are a process that uses knowledge to assess two or more alternative options and decide on one of them. Amandin (2021) adds that to make a decision, there must be two or more alternative options; if, on the contrary, there are no alternative options, then it cannot be categorized as decision-making. There are several stages in the determination of decisions, according to Kotler and

Keller (2008); these include problem recognition, information search, evaluation of alternatives, buying decisions, and postpurchase behavior. Several factors influence consumers' purchasing decisions through digital media. As explained by Kustiawan & Kuncoro (2013), there are seven factors in purchasing decisions through digital media, including consumer limitations and access, desire and technology, product and price limitations, flexibility, efficiency, convenience, and economic and social factors.

Digital Marketing

According to Chakti (2019), digital marketing is an effort in marketing that is carried out using media and devices connected to the internet and aims to communicate with consumers online. According to Sewaka et al. (2022), digital marketing involves marketing goods or services using Internet digital technology, such as social media, cell phones, or other digital devices. The advancement of digital technology is carried out as an effort by businesspeople to retain their consumers by responding to consumer demand more effectively and efficiently to meet their consumers' needs. Digital marketing has a substantial basis, according to Sewaka et al. (2022); this basis is called Pilar, which is divided into three parts: first, the user journey, which contains awareness, consideration, purchase, and loyalty. Second, digital marketing channels include social media, email, organic search, and display ads. Third, creative materials and content containing advertisements and creative content.

The use of digital exposure has various influences in both positive and negative ways, according to Chakti (2019). The advantages of using digital marketing include being a gateway to the latest information for consumers, giving consumers time to learn about products, 24/7 access, the fact that distance is no longer a barrier, a variety of digital media choices, and affordable digital marketing costs. However, there are several disadvantages to using digital advice, including relying on technology, having security and privacy issues, increasing spending costs, uneven use of technology in some regions, and fierce competition with competitors.

TikTok Apps

Dilon (2020) said that TikTok managed to have active users in less than three years. This achievement beats Instagram, which took almost six years, and Facebook, which took more than four years to become active users. Rahardaya & Irwansyah (2021) said that TikTok is a social media application that provides music features, stickers, filters, and several other creative features that allow users to create content videos that are 15–60 seconds long. Deriyanto et al. (2018) said that TikTok is the latest social media application with fascinating special effects that are easy to use, allowing users to create various creative videos and communicate in comments and even personal messages. Bulele & Wibowo (2020) state that many TikTok users, among young people who usually think of social media as an entertainment medium, have a positive side in finding information and even business.

TikTok is widely used in business activities, especially marketing (Saragih et al., 2022). TikTok provides an online store to market a product. There are several ways that promotional video content is created to reach more users through hashtags. According to Dewa & Safitri (2021), hashtag tags such as #fyp and #foryourpage used in uploaded marketing content can be included in the main impressions from TikTok users who are not followers of business accounts. Hence, TikTok users are interested in becoming followers of business accounts. As a follower, you will benefit from the latest information on promotions,

live shopping, and products. The better the party markets produce through *TikTok*, the more sales increase.

METHOD

This research uses qualitative research with a descriptive approach. The research was conducted at PT. Kakha Berdaya Bersama, located in South Jakarta. The study was conducted for five months, starting in March and ending in July 2022. This study seeks to analyze and observe marketing and the impact of using the *TikTok* application on purchasing and marketing decisions at PT. Kakha Berdaya Bersama. The research was carried out by developing new online marketing media through the *TikTok* application with materials provided by the company. Media development is carried out through five stages, including creating a *TikTok* account, registering a seller account, making product-related uploads, creating marketing content, and sharing content widely. The development pipeline is presented in figure 1.



Figure 1. The Flow of *TikTok* Application Development as A Marketing Medium

Marketing activities are carried out by conducting research through the internet related to competitors in the same field, making marketing plans, looking for online marketing content references, creating marketing content, narrating product descriptions, updating product posts, serving several consumer problems, marketing contact persons with influencers, and listing products for promotional purposes. This study also carried out comprehensive observations and interviews with owners and employees of the marketing division related to the company's marketing activities internally. The unit of analysis in this study included employees of the social media marketing department and the visual design team, with in-depth interviews lasting 20–30 minutes and interviews with owners lasting 40–50 minutes. The data were analyzed descriptively by evaluating the use of the *TikTok* application as a marketing medium. The data are presented narratively and supported by other research following the topic of this study (Adnyana, 2021; Darwin *et al.*, 2021).

RESULTS AND DISCUSSION

Use of the *TikTok* Application at PT. Kakha Berdaya Bersama

The *TikTok* application results from technological advances that can attract many people to use it. Information dissemination systems that are different from other applications are a reason many people are not bored with using *TikTok*. *TikTok* application users are starting to be crowded, and several features, such as FYP, Hastag, live shopping, and marketing ads, are also why many businesspeople are interested in using the *TikTok* application. One of the

businesspeople who started using TikTok is PT. Kakha Berdaya Bersama. From the author's observations before the internship, information was obtained that PT. Kakha Berdaya Bersama previously performed marketing using several online media, such as Shopee, Lazada, Tokopedia, and Blibli. The TikTok application began to be used at PT. Kakha Berdaya Bersama, along with the presence of writers in the company, when carrying out internship activities. The internship took place simultaneously with developing the TikTok application as a social media platform that Indonesians widely use. This phenomenon attracts the author's attention to how the TikTok application will affect PT. Kakha Berdaya Bersama, because using the TikTok application is in line with the company's marketing method, which also uses online media.

Stringing a company's TikTok account from scratch to achieving the ability to carry out sales transactions is one of the primary responsibilities carried out by developers. TikTok has not been too intensive due to several technical obstacles. However, through continuous improvements such as the formation of a social media team, which is divided into Instagram social media and TikTok social media, the TikTok social media team is also divided into the Kakha Series and Mini Kakha teams, which are appointed by several people in charge of content planning, content creation, editing, and updating content for each company's business unit. According to one of the specialist content staff, the TikTok team is divided into the Kakha Series team and the Mini Kaha team-continuous improvement ushers in PT. Kakha Berdaya Bersama can use the TikTok application in early 2023 so that the company's TikTok account can be entirely operated as a marketing and sales medium. Updating three videos daily and holding several live shopping sessions indicates readiness to utilize the TikTok application as a marketing medium at PT. Kakha Berdaya Bersama. The TikTok application that can carry out electronic transactions is known as social commerce. Hence, social commerce refers to interaction activities and electronic transactions in social media applications. This makes social media a place for users to interact and search for products, compare prices, read reviews, and shop without leaving the application.

One of the most essential things when adopting TikTok as a Social Commerce is to register a TikTok social media account that you already have through the web seller. This registration is essential so that TikTok social media accounts can sell and become Social Commerce accounts so that marketing activities through video content and electronic transactions can be performed in one application. This is what the author did during his internship at PT. Kakha Berdaya Bersama is one of the efforts to optimize marketing and sales in the company. One of the Content Specialist staff added that the TikTok application can be operated easily as a tool used for marketing, even for business people who are just starting, considering the number of people who need information quickly, ease of access to the products needed, and the ability to compare prices and product distribution channels.

According to the owner of PT. Kakha Berdaya Bersama, using the TikTok application, is adopted so that the company remains at the forefront of following various innovation developments. By utilizing the TikTok application, the company can effectively provide services to potential consumers. Given that most TikTok users are young people who align with the company's target, this encourages companies to utilize TikTok as a marketing medium. In line with research by Bulele & Wibowo (2020), many TikTok users, especially young people who usually think of social media as an entertainment medium, have a positive side in finding information and business. On the other hand, Dillon (2020) said that TikTok managed to have active users in less than three years. This achievement beats Instagram, which took almost six years, and Facebook, which took more than four years to become active users. The potential use of TikTok as a marketing medium is very feasible.

The Influence of TikTok Use on Consumer Buying Decisions

Purchasing decisions relate to consumer behavior in meeting their needs and satisfaction when searching, selecting, purchasing, and evaluating. Various factors that aim to provide a shopping experience that meets needs and satisfies consumer desires influence consumer purchasing decisions. Based on the results of interviews with parties from PT. Kakha Berdaya Bersama, it can be concluded that utilizing the TikTok application as a tool for disseminating information involves three stages that affect the purchase decision-making process by consumers, which are as follows: a) Awareness: when they first see content on the TikTok application, potential consumers gain awareness about a product from the information submitted; b) Reminder: when viewing additional content from the same account on the TikTok application, potential consumers realize that they have seen the product before and know the origin of the product brand; they may also explore various other products from the same brand. Even though you do not feel the urgency to make a purchase, interest may occur in multiple interactions with content created by a business account.

The two stages above illustrate the role of TikTok as a medium that can build the impression of product presence on consumers through continuous efforts with daily content creation. Although potential consumers who review content are not interested in buying immediately, sustainable content provides opportunities for potential consumers to recognize, recall, and even be interested in products from a brand that can meet their needs in the future, according to the owner of PT. Kakha Berdaya Bersama, the three stages above are the role of social media in improving brand image. However, using the *TikTok* application, several factors influence consumer buying decisions, including product price promotions, free shipping promotions, available expedition services, information accessibility, and ease of transaction processes. Consumers will consider these factors when comparing similar products through various electronic sales platforms, such as Shopee, Lazada, Tokopedia, and TikTok. As a result, potential customers will purchase after learning the value of using an e-commerce platform.

This is very important to increase interest in buying, visiting, and spreading products by buyers to other buyers. Purchasing decisions are closely related to consumer behavior in meeting their needs and satisfaction when searching, selecting, purchasing, using, and evaluating the quality of their products and services. Utomo and Salsabila (2021) explain that buying decisions are a process that uses knowledge to assess two or more alternative options and decide on one of them. The better the media used to market the product, the higher the purchase intention will be (Amandin, 2021). Other studies explain buying satisfaction, attractive packaging, recommendations, and well-known brands as variables in purchasing decisions (Wulandari and Iskandar, 2018). Thus, product and service provider companies must continuously update the development of customer interests to maintain the quality of marketing and sales.

The Influence of the TikTok on the Marketing of PT. Kakha Berdaya Bersama

Using the TikTok application significantly impacts the company's online marketing style. Previously, information was disseminated through interesting photo updates accompanied by specific captions and explanations on the Instagram application. However, after actively using TikTok, the dissemination of information has transformed through a variety of product explanation videos and their variations, as well as through exciting stories related to products and funny moments in the company, where the use of short videos is now more in demand for the dissemination of educational information, marketing, and even daily activities. The

dissemination of information through videos is enjoyed by many potential customers, thus helping to continuously introduce products to potential customers. According to the specialist content staff, using the TikTok application is very helpful in conveying information to the company's marketing targets because age, gender, and region settings are available. Therefore, one effective way to obtain new potential customers is by disseminating marketing content. A business can use the TikTok application as a way to increase the awareness of potential consumers of the products they have. The strategy used by PT. Kakha Berdaya Bersama creates content with visually attractive photos and videos to broaden the scope of information dissemination. The content is then scheduled to be updated at optimal times. It is carried out through analysis by the PT. Kakha Berdaya Bersama to determine the optimal times.

PT. Kakha Berdaya Bersama, which was then discussed and compared with analysis from the TikTok team. The analysis results show that the time spans with many TikTok users are 11.00 WIB, 15.00 WIB, and 19.00 WIB. Therefore, it becomes the optimal time to update content so that many people can see it. When TikTok content gets appreciation in the form of viewers, likes, and comments from many other TikTok application users, then this content will have a sustainable opportunity to be seen by many people again, according to the owner of TikTok, PT. Kakha Berdaya Bersama, content that has many viewers, likes, and comments, has a snowball effect. This means that the more viewers, likes, and comments on the content, the more the content will have the opportunity to enter the homepages of many other TikTok users or, in the language of TikTok users, enter for your page (FYP). When entered into the FYP of other TikTok users, content information will reach the audience without paying for advertising.

The TikTok application also has a feature that makes it easy to market products by holding live shopping sessions. This feature allows businesspeople to sell and interact with potential consumers directly without having to meet physically, and they can showcase products to potential customers during live shopping sessions. In addition, live shopping can also display a list of products in the storefront to potential customers so that interested prospective consumers can buy products without having to leave the live shopping session. One of the content specialist staff members said about the influence of TikTok on PT. Kakha Berdaya Bersama is an increase in followers and likes on Kakha's social media. This shows that using TikTok makes more potential customers aware of Kakha's products. This increase is not only due to the rapid dissemination of information using TikTok but is also influenced by the role of brand ambassadors at PT. Kakha Berdaya Bersama, namely, Dude Harlino and Alyssa Soebandono, increased this positive impact.

In line with previous research, brand ambassadors can improve marketing quality, eWOM, and brand awareness, which leads to increased purchase intent (Prasetio and Purnamawati, 2022). Other research explains that TikTok's social media, brand ambassadors, and brand awareness positively and significantly influence consumer buying by emphasizing trust (Nurjannah and Surianto, 2022). Thus, the more famous a figure is as a product's brand ambassador, the more it will indirectly increase contributions in marketing, sales, and consumer purchase intentions (Sharabati *et al.*, 2022; Zhao and Wagner, 2023).

Influence of the TikTok Application on the Sales of PT. Kakha Berdaya Bersama

The results of the analysis show that in 2022, the use of the TikTok application on company sales cannot be measured. This is because of the TikTok account of PT. Kakha Berdaya Bersama is not fully ready to become a social commerce account. After starting operations

at the beginning of 2023, the data show that using the TikTok application has only lasted six months. Despite only being used for half a year, the TikTok app has shown excellent results for the company's sales. Annual sales data can be found in figure 2.

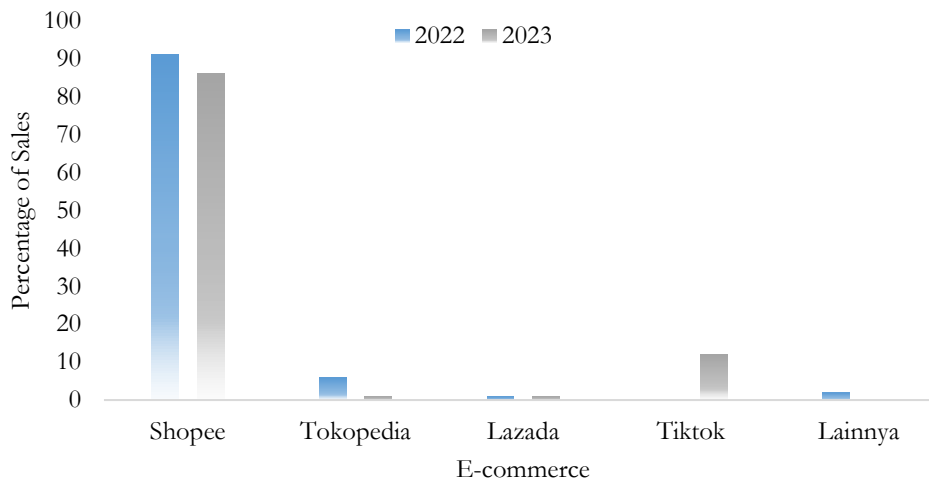


Figure 2. Annual Sales Data Based on E-commerce

The data above indicate that in 2022, the use of the TikTok application did not significantly impact the company's sales, with a figure of 0%. However, in 2023, the use of TikTok over six months was able to achieve results of 12%, showing a considerable influence on the company's sales. The table above shows that TikTok is the second medium contributing to the company's sales results. Owner PT. Kakha Berdaya Bersama noted that TikTok repeatedly occupied the second position as a medium that significantly impacted the company's sales. The increase in sales volume in 2023 is also due to careful selection by PT. Kakha Berdaya Bersama for its sales platform.

Owner PT. Kakha Berdaya Bersama said that every e-commerce platform has an audience profile. For example, Tokopedia's majority of users are men and the younger generation, so they are more familiar with men's fashion stores. Meanwhile, Shoppe is the leading platform of PT. Kakha Berdaya Bersama is dominated by young and adult female users, making it an excellent means to sell women's fashion. The decision to use Shoppe is in line with PT. Kakha Berdaya Bersama's role as a provider of family and children's fashion. On the other hand, TikTok is dominant among its users, both men and women; even today, many adults have used TikTok as a medium of entertainment, information retrieval, content sharing, and even shopping. This approach is a strategic step to adapt to technological developments and provide fast and accessible services to potential customers. Owner PT. Kakha Berdaya Bersama said that TikTok has prospects and opportunities to become a place for PT. Kakha Berdaya Bersama. This is the reason for PT. Kakha Berdaya Bersama to open up to other innovations so as not to be slow in facing competitive competition.

Changes in consumer shopping behavior are also a consideration to follow innovation development. Based on the observations of the owner of PT. Kakha Berdaya Bersama, at first, people did online shopping through the Kaskus platform; then came Facebook Marketplace, which became the next trend, and many users switched to Facebook. Currently, Shoppe has become a popular platform for online shopping. To stay relevant to its consumers, PT. Kakha Berdaya Bersama strives to adapt to the changes experienced by consumers, which is known as “staying relevant to your audience”.

After seeing an increase in sales using the TikTok application in the previous image, we can see an overall increase within six months in 2023. The data are presented in figure 3. The data show that there have been some improvements and some dips on each different platform. However, the overall increase must be considered in the table above, although several online sales platforms have decreased.

The data show that the overall total increase in sales is 101% within six months in 2023, coinciding with the use of the newly used TikTok from the beginning of 2023. Therefore, the increase in total sales of PT. Kakha Berdaya Bersama is caused by using TikTok as a marketing medium. The most significant increase in total sales occurred during Ramadan, when businesspeople and the use of sustainable live shopping features could use various promotions.

Shafa and Hidayat (2022) state that there is an increase in sales when using TikTok. One of the specialist content staff added that sales increased by utilizing the TikTok live shopping feature carried out with BA. PT. Kakha Berdaya Bersama during Ramadan, in addition to followers and likes on the TikTok account of PT. Kakha Berdaya Bersama, also increased.

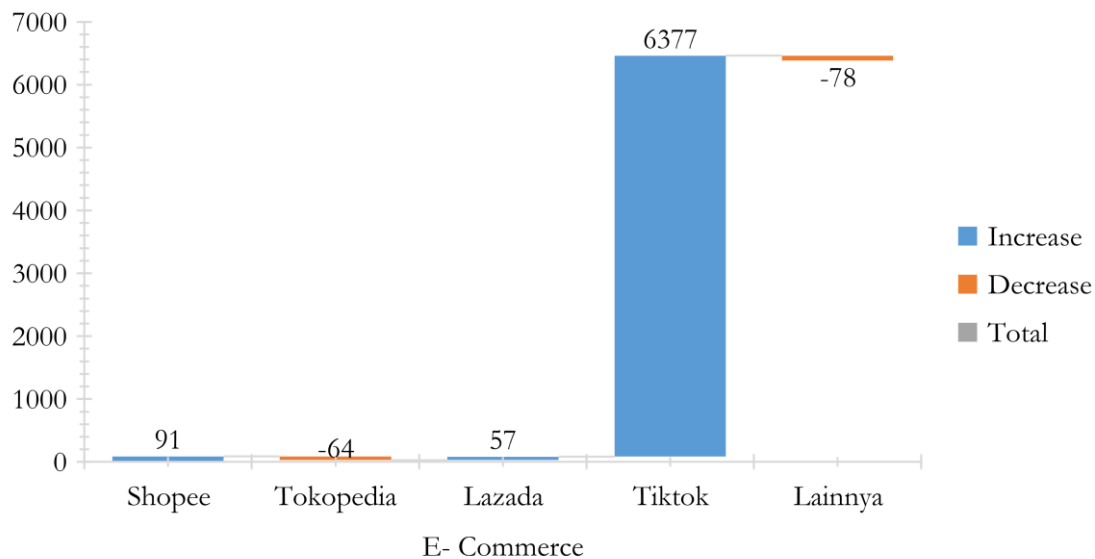


Figure 3. Annual Sales Increase Data (2022 – 2023)

LIMITATIONS AND MANAGERIAL IMPLICATIONS

In this study, no analysis has been carried out related to the responses of service product users and customers who have used services at PT. Kakha Berdaya Bersama, so factors related to marketing carrying capacity cannot be explicitly observed. In addition, predisposing factors that affect consumer purchase intentions have not been measured to see the impact of using the TikTok application from the customer's perspective.

The interview data only focus on the marketing and visual design divisions, so they do not describe the opinions of all company components. This research can have a direct impact on PT. Kakha Berdaya Bersama by increasing sales and accelerating product marketing to increase annual revenue. The TikTok application has been proven to increase sales results up to two times, which is undoubtedly good for the company and its workers.

CONCLUSION

Marketing using social media today has increased over time. Social media is a bridge for service providers and products to connect with buyers who provide product-related services from anywhere and anytime. The TikTok application has become one of the social media and e-commerce applications widely used for the marketing process at PT. Kakha Berdaya Bersama, marketing and sales using the TikTok application have been proven to increase sales by 12% and increase sales in 2022–2023 to 101%.

Hence, using the TikTok application as a marketing and sales medium positively correlates with an increase in reaching twofold. Optimization of features in the form of hashtags (#hashtags) can reach more potential customers, and the presence of brand ambassadors can increase customer trust, interest, and intention to buy products that have been marketed. In the future, further research related to predisposing factors that affect consumer purchase intentions on the TikTok application owned by PT. Kakha Berdaya Bersama.

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