

Digital Marketing Strategy for Campaigning @kedasbeutypusat Social Media Accounts on TikTok Application

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ABSTRACT

In today's society the marketing process is not only done conventionally but also the role of digital technology has brought changes in online marketing, making it much in demand by business people in promoting their products. As a result, business people are increasingly interested in implementing online marketing to promote their products. This study aims to answer the question of how digital marketing develops a business and discover digital marketing strategies through campaigns on the accounts @kedasbeutypusat TikTok app. Although many studies have been conducted on digital marketing, little has been done on campaigns in the TikTok application. This study employs a qualitative descriptive methodology with a case study as the approach, and content analysis is also used to identify patterns. The subject of this study is the @kedasbeutypusat TikTok account, which has 1.5 billion followers and considered as the most popular skincare product account compared to others. The data collection techniques of this study are direct observation on the @kedasbeutypusat TikTok account, documentation, and literature study. The researchers analyzed a hundred contents selected from May to September 2021. The results revealed that @kedasbeutypusat used the TikTok application as a marketing and business development effort in three ways: storytelling, stepping into real-world relationships with consumers and growing with your customers to be social and human with trust. Furthermore, the researchers also discovered that the use of TikTok Apps is very successful in establishing two-way communication.

Keywords: digital marketing; business development; tiktok; kedasbeauty

1. INTRODUCTION

Changes in digital marketing are influenced by economic digital trends, particularly those targeting millennials. Some companies in the fashion, beauty, travel, food, and beverage industries are currently running marketing campaigns on platforms such as Instagram and TikTok. Nonetheless, many marketing executives continue to lack understanding and experience with these platforms [1].

A lack of understanding of how to use social media can inhibit the marketing process carried out by business people. The growth of cosmetic companies is completely reliant on the digital economy's rapid changes and the

high demand for cosmetics. Companies must have a strategy, particularly in marketing their products, to keep up with market trends and needs [2] state the growing demand for cosmetic products has resulted in the production of a large number of illegal Indonesian cosmetic products. The increased availability of products for sale online has appears to result in widespread purchases, one of which is beauty products. Beauty product owners are currently promoting their products at a fast pace. Furthermore, many beauty products sold in the general public are unofficial and can cause severe allergies in users. This has a significant impact on the promotions carried out by the @kedasbeutypusat account, which sells cosmetic and beauty products.

The Internet has evolved into a global interactive medium, and the impact of Internet marketing has been dramatically completely overblown in the last decade. Online marketing involves processing specialized information systems and sacrificing this traffic in order to generate sales of merchandise or services, as well as making promotions of any kind as online advertising campaigns. The development of digital marketing has resulted in many consumers not seeing the positive and negative impacts of a product being sold. Likewise, the development of digital marketing in Indonesia is influenced by digital trends in meeting people's needs, especially beauty products. Customers' buying and selling decisions are influenced by the large and growing number of users in developing countries on social media platforms, where they can like, share, and comment on shared content [3]. Furthermore, there is the most recent revolution in the success of the TikTok application, which has a touch of creativity in digital marketing, resulting in changes in consumer behavior. Consumers now look to social media, particularly TikTok to see product reviews before purchasing them. In short, comments from other people have a significant impact on business people's promotional efforts.

According to research findings, TikTok video content has the power of persuasion [4], and TikTok marketing can affect product image [5]. As e-commerce data in the category of beauty or beauty products in online shopping by the public occupies the top position, with the amount 2471.1 compared to household equipment with a percentage of 133 million, a lot of cosmetic products are sold and various companies focus on digital marketing. Many cosmetic businesses are actively competing for potential customers' attention, and one is the @kedasbeautycenter TikTok account. Obviously, the displayed content must be up to date and meet the needs of consumers in order to persuade them to choose @kedasbeutypusat as a good and suitable beauty product.

However, very few research has been conducted on TikTok in campaigning accounts. TikTok represents a shift in social media trends by applying appropriate content curation algorithms that differ from those used by other social networks [6]. Subsequently, the purpose of this study is to examine the digital strategies used by the owner of the @kedasbeutypusat account in social media campaigns to promote their products. In the face of regulatory pressure from the United States, TikTok's

growth process faced numerous challenges and doubts, particularly in the Indonesian and Indian markets [7]. TikTok believes that it has a good, reliable, and available system, which surpassed consumer expectations [8]. To test the effectiveness of hashtag campaigns, social media practices use online brand searches and user-generated online content [9]. The use of hashtags on social media platforms to promote products is another digital marketing strategy that cosmetic business owners should be aware of. The primary goal of social media is to establish and strengthen relationships with customers. That is how social media assists business owners in expanding their market.

Social media platforms have become a new front line for brands in their efforts to build relationships with their customers. This study begins with preliminary observations of the number of cosmetic product accounts that sell their products through digital marketing on various platforms such as Instagram, Facebook, Youtube, Website, TikTok, and others. The increase in the number of illegal cosmetic products as a result of the growing number of enthusiasts for low-cost cosmetic products has an impact on media coverage. Since the negative impact of reporting on fake or illegal cosmetic products has a negative impact on consumer confidence, cosmetic product owners try to persuade consumers to buy their products through shared content. Every beauty product brand has a digital marketing strategy in place to reach the desired audience. Furthermore, the use of the method is expected to not only grow their business, but also increase sales. This study looks at how the @kedasbautypusat TikTok account markets its products. @kedasbautypusat's digital marketing strategy in product promotion is attempting to persuade customers and display content to attract TikTok users in a variety of ways. @kedasbautypusat TikTok account has 1.5 million followers, but when compared to some cosmetic products competitors, @kedasbautypusat TikTok account has a lot more followers. TikTok users are divided into millennials and Generation Z, with a significant shift in behavior [10]. In short, this beauty product's target market is consumers aged 17 and up.

TikTok is a famous and influential Chinese app that allows social media users to create and share innovative short videos. TikTok was the third most downloaded app in the first quarter of 2019, chasing WhatsApp and Messenger. Social media information is thought to have

a strong influence on changing customer opinions, which ultimately leads to purchases [11]. Some companies use a solely transactional marketing strategy. Even with standard service, dealing directly with customers who will witness the manufacturing and delivery process. As a result, marketers have a partial functional quality effect and are unable to discuss transactional marketing situations [12].

In the digital era, social media has become a trend in communication. For social media users, social media is very easy to participate, share and create messages such as blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by people around the world. Technological advancements in the internet era make a difference in all aspects of daily life, one of which is a change in consumer behavior among Indonesians, who prefer instant and practical things, which improves online shopping models [13]. Marketers are increasingly shifting their focus and resources away from traditional advertising and toward new forms of social media and digital marketing [14]. The internet seems to have a significant impact on business development, particularly digital marketing tactics [15]. Digital marketing typically makes use of various types of technology, such as artificial intelligence (AI) and the Internet of Things (IoT), to build relationships with customers or customer businesses [16][17][18]. [19] believe that digital marketing results in the creation of interactions with consumers in both the natural and virtual worlds. The increase in local and global economic productivity has resulted in changes in the actions of companies in dealing with changes, particularly in integrating digital technology into their business models, which are expected to cause an economic boom [20]. In practice, businesses are beginning to use the internet as a new sales channel, replacing personal visits, letters, or phone calls with electronic alternatives. Digital marketing is an alternative that can reduce costs and is a critical tool in business performance [21]. Such as online buying and selling platforms can simplify the ordering and purchasing process, so that buyers can interact with business people to conduct transactions directly [22].

Business digitization is used in all aspects of business, large and small. The use of digital marketing platforms is the starting point for business development. As digital business platforms have experienced tremendous growth,

the primary role of marketing is to increase the number and quality of interactions while reducing transaction costs for users and production costs in business development [23]. Entrepreneurs use social media marketing to introduce their products through social media advertising and as a way to interact with users [24]. The use of social and digital media to sell products represents a significant opportunity for businesses in terms of lower costs, improved brand awareness, and increased sales. The use of digital marketing in business has a significant impact on brand promotion and positioning [25]. Business development via digital marketing is a systematic development of the marketing process that must be updated regularly. Despite the rapid development of digital marketing, business innovation models are the most critical factor in dealing with challenges [26]. The evolution of the digital economy is posing new challenges to marketing practices.

Social media application tools such as Twitter, Facebook, Instagram, Youtube, and Tiktok are used for digital marketing. Tiktok has 732 million active users worldwide and 10 million active Tiktok users in Indonesia, and making Tiktok as a good trade for marketing products, particularly for SMEs [27]. Many TikTok users from Indonesia use the application as a cost-effective marketing medium. Besides, the company's opportunities for business development can put a strain on critical and systematic evaluations. Digital marketing tools have several characteristics, including (1) focusing on value chain intermediaries, (2) developing value positioning and a focus on economic value, and (3) direct contact with fewer customers from larger individual transactions [28].

According to [29], much research has been conducted on digital marketing strategies utilizing online media such as Instagram, Twitter, and Facebook. However, research on digital marketing, particularly beauty product campaigns via the TikTok app, is still limited. Based on the msn.com report, the owner of @kedasbeutypusat, Candra Dewi Maharani, has been using an online marketing system since the company's inception. Many gadgets and TikTok users, according to the owner, are familiar with their product brands. The study's objective is to determine the efforts of digital marketing strategies implemented via TikTok in developing the @kedasbeutypusat account business. This study also discusses the concept of using digital marketing in

campaigning for the TikTok account @kedasbeutypusat. The quantity of digital marketing research It is quite common to conduct digital marketing research. Nonetheless, researchers are interested in the application of digital marketing to new technology, specifically the TikTok application.

2. LITERATURE REVIEW

Internet marketing is another term for digital marketing. The internet has become a critical need for people worldwide and the focal point for most businesses [30]. Digital marketing is a welcome attraction since internet users can read, learn, and directly understand what is given to them to inspire them to consume a published product or service. Digital marketing is viral these days because it has advantages over traditional methods. Disseminating information via digital marketing is quick and covers a large geographical area; there is no time limit, and it is inexpensive and practical for users. Marketers can use digital marketing to help them build their brand image. Showcase and research appropriate products for the digital consumer [31].

A product must be widely distributed to be successful on the market. As a result, potential customers should be aware of new products. Furthermore, new early adopters of the product can report on their experiences and recommend it to others [32]. It is why more manufacturers are marketing their products through social media. Social media campaigners frequently use social networking sites like Facebook and Twitter to quickly disseminate new product information and gain access to many potential customers [33]. Other studies have found that social media, compared to traditional media, is a compelling channel for developing intimate relationships with consumers due to its increased popularity among audiences, interactive nature, and ability to facilitate the development of consumer networks [34]. The ability to use the Internet and social media as valuable assets of the information society begins with an overview of communication technology. Technology has evolved, and it appears that the demands placed on users are increasing. According to Ozuem , businesses must respond by implementing strategies for establishing customer relationships to retain their customers. A strategy that considers all customer

interactions is critical for developing close relationships with the most profitable customers [35].

Entrepreneurs are responsible for all the businesses which they own, so they need foresight, motivation, and creativity. If every business person can do this, there is great hope for turning small businesses into medium-sized businesses and even into large businesses. With the development of broadband, wireless and mobile internet, the number of people shopping through smart terminal phones is exploding [36]. Digital marketing as a concept was first identified in the 1990s, especially about advertising to customers There are seven tactics in digital marketing adopted from (Eurobest, 2019) to achieve maximum goals, which consist of: 1) Increase sales prospects/prospects, 2) Increase customer acquisition, 3) Increase customer engagement, 4) Increase awareness branding, 5) Improve measurability of results, 6) Increase website traffic, 7) Improve web user experience. The stages in achieving the goals expected by business owners must go through seven steps so that digital marketing can run consistently.

Entrepreneurs can use social media marketing to help them grow their businesses. Furthermore, social media aims to establish a brand. Conversations on social media raise brand awareness, promotion, rise, recall, and loyalty Ratana [37]. Digital marketing communicates the value of goods, products, or services to customers via online and offline digital channels. Digital marketing as a business decision generates product development, manufacturing, marketing communications, buying and selling for profit, brand management, and customer relationship management has seen significant results through digital technology. Furthermore, digital is used as a strategy by which e-businesses deliver personalized marketing messages to existing and potential customers. From a theoretical standpoint, personalized content recommendation to customers is a pioneering step in online relationship marketing [38].

Social media platforms provide deals and content to their viewers to engage them in two-way dialogue and communication that reveals brand insights and ideas. Some of the factors that support the social media campaigns proposed by [18] are as follows: 1) Brand storytelling, which encourages or elicits brand-related stories. The storyline can be influenced by posted content such as images and videos. The constructed narrative will

effectively produce messages and meanings in the minds of consumers, significantly bolstering the market theme. 2) Enter the natural world, connect, and engage with customers through empathy, understanding, and problem-solving. 3) Developing relationship with the customers socially and humanely includes admitting mistakes and accepting criticism on social networking sites. [39] state that the efforts made to increase consumer confidence and the credibility of social media account owners. Social media can influence and shape consumer perceptions of brands and business equity. Media sosial dapat mempunyai tujuh fungsi potensial dalam bisnis yaitu 1) Mengidentifikasi pelanggannya, 2) Mengadakan komunikasi timbal balik, 3) Membagikan informasi untuk dapat mengetahui obyek yang disukai pelanggan, 4) Kehadiran pelanggan, 5) Hubungan antar pelanggan berdasarkan lokasi dan pola interaksi, 6) Reputasi perusahaan di mata pelanggan. 7) Membentuk kelompok antar pelanggan [20].

3. METHODOLOGY

This research applied a descriptive qualitative study with a case study approach that investigated digital marketing in business development. The descriptive qualitative research uncovers the facts needed to describe all of the events investigated. The results of qualitative research emphasize the meaning and obtain the data used for specific purposes [40]. This study utilizes content analysis to identify the content of @kedasbeautypusat TikTok account. The qualitative content analysis contextually interpreted as a deductive analysis aims to solve the comprehensive range studied with a focal point incoherent meaning with the research concept's question, objectives, and framework [41]. This study's data collection techniques are observations on the @kedasbeautypusat TikTok account, documentation, and literature review. The researcher analyzed a hundred contents that have been selected from May to September 2021. The process of collecting data through literature review came from news releases in mass media, scientific journals, relevant documents related to marketing and digital marketing. The library reviews collect the data through scientific journals, books, and the internet. The results of data analysis come from the observation process carried out on the TikTok account @kedasbeautypusat, which is recorded and linked with other journals to support this research. The qualitative

data was gathered to supplement and emphasize the quantitative data findings. The purpose of this qualitative analysis is to look deeper into the unique and specific outcomes associated with digital marketing in business development via the TikTok application.

4. RESULT AND DISCUSSION

This study investigates the TikTok account of @kedasbeautypusat, it is an account of a beauty product founded by Alit Purnawan and his wife Candra Dewi Maharani. The @kedasbeautypusat has 1.5 million TikTok followers. The displayed content of @kedasbeautypusat always got the top trending or #fyp in the TikTok application algorithm. Many followers of the account @kedasbeautycenter are aware of the benefits of using digital marketing to expand their business. We can see the @kedasbeautycenter account's consistency in presenting the content. @kedasbeautycenter uses digital media for marketing its products with creativity. TikTok is one of the media platforms that allows users to express themselves and be creative through video content. The @kedasbeautypusat account sells their products through retail or resellers. @kedasbeautycenter is attempting to expand the business and sell products through a network of resellers in various locations. Every reseller will sell products following the guidelines established by @kedasbeautycenter.

Business owners and resellers relate to sharing a standard sales and business development goal. The future-oriented, long-term, and system-intensive planning efforts should be established jointly with resellers to increase strength [42]. Adjusting to change customer behavior can help the sales process; current and future marketers need new knowledge, skills, and approaches to understand the changing marketing environment supported by technology and understand new customers [43]

In the development of digital marketing, social media can also be used to market. @kedasbeautypusat uses TikTok as a social media platform. TikTok has optimized the efforts to make @kedasbeautypusat a superior cosmetic product. @kedasbeautypusat is attempting to attract audiences through digital marketing via the TikTok application. TikTok is based on AI technology, and the algorithms can quickly learn about individual preferences because it captures the user's comments and

how long they watch each video. From the standpoint of a producer, AI can assist content creators in creating viral videos. It simplifies video editing by recommending popular music, tags, filters, and other enhancements based on the needs of its users.

TikTok achieved visual creativity of customization through AI technology to facilitate innovative brand communication and reciprocity. Furthermore, original videos with creative stickers can encourage users to actively share and encourage other users to open the TikTok app more frequently. TikTok can be used for a variety of marketing purposes. The factors that can increase the campaign in the use of social media adopted by [44] are as follows;

4.1. Storytelling About the Brand

Digital marketing business owners use the growing popularity of social media. The content on social media is not only for information but also for entertainment. TikTok has its characteristics in social media. TikTok posts feature videos that range from 15 seconds to 3 minutes. TikTok is an entertainment medium for people aged 25 to 16, aimed at millennials and Z generation.

Storytelling was used to tell consumers stories about brands. The storyline is expected to influence the posted content, such as images and videos. In short, the narrative would effectively produce messages and meanings in the minds of consumers, particularly market strengthening. @kedasbeutypusat employs storytelling through stories created by the owner, Candra Dewi, and her employees, Fika. Furthermore, the content they display showed all of @kedasbeutypusat's activities.

TikTok application caused business development. Storytelling is an effective channel for communicating brand goals. Stories are compelling because they transform consumers' beliefs in myths into actual consumers. @kedasbeutypusat offers the problem of Indonesian skin that the majority is dark to make it look brighter. @kedasbeutypusat uses storytelling to improve business development. The use of that tactic are to provide an exciting story about the customer's experience and explain the benefits of using @kedasbeutypusat circulation of brand stories by offering conceptual frameworks such as storytelling to improve performance and mobility [45].

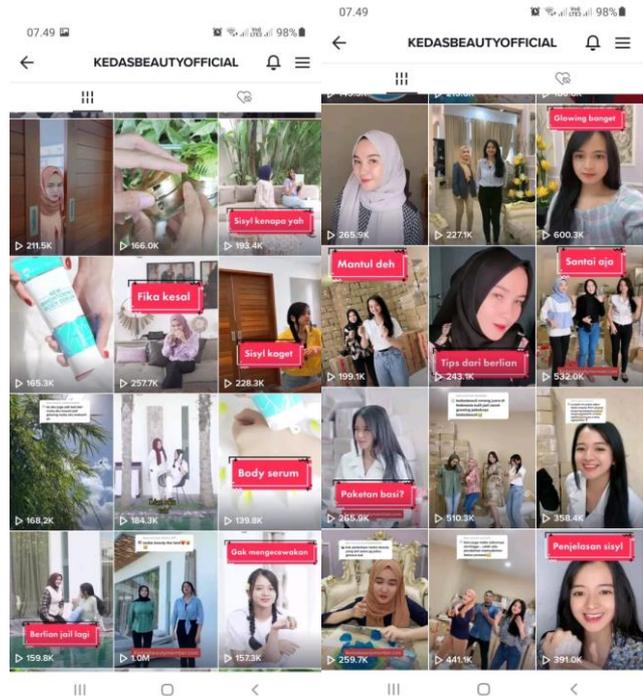


Figure 1 The contents of @kedasbeutypusat TikTok account

Source: <https://vt.tiktok.com/ZSeVm4Kfk/>

Based on picture above, one content in @kedasbeutypusat TikTok account contains a lot of storytelling about the sales efforts or new product introductions. The consumers would enjoy the stories and interested in buying or joining @kedasbeutypusat account. Most of the content shared by the @kedasbeutypusat account used storytelling techniques to explain the details of its products to differentiate the illegal products and official products. Digital marketing strives to attract, inspire, engage and entertain the consumers with interesting stories. Storytelling is a form of communication that implies motivation for action, challenges, and transformation as a tool used in building @kedasbeutypusat business. The narratives story created to captivate the audience to provide content in the form of comedy, information, and education which had sales message, either implicitly or explicitly. One of the characteristics of TikTok is the visual effects, stickers, GIFs, filters, augmented reality, split-screen, and transitions in videos of no more than 60 seconds, so that they have their characteristics. The researcher noted some

digital marketing content using storytelling via TikTok of @kedasbeutypusat account. There were actors who act to express emotions. The motivation of Tiktok and Twitter users to use aesthetic words to follow a fad trend is to increase upload engagement or increase the number of followers [46].

Storytelling explains basic beauty information in detail, from the establishment process, marketing, and use to sold products. The video content on TikTok has the ability to persuade viewers to enjoy the content on display. In addition, the TikTok account of @kedasbeautycenter has thousands of viewers, which can increase engagement capabilities.

4.2.Step into Reality World

Step into the real world tries to connect and engage with consumers through empathy, understanding, and developing real-life issues. On the TikTok account, @kedasbeutypusat displays real-life issues, both solving problems and attracting audience sympathy by sharing. @kedasbeautycenter created a short video depicting the life of the owner or viewer who is constantly looking for funny videos. Emotions play a significant role in consumer behavior so that business owners can see how the audience's emotional state is. Emotions can help someone in deciding what to do. Providing emotional closeness to the audience will create powerful memories in the audience's minds. Generating positive emotions about the product or company will make good relationships with customers. Emotional closeness attracts empathy like human or social things that often happen in real life. Emotions are the main driver behind our daily decisions. It also includes decisions such as what to buy and what not to buy [47]. The emotion displayed in the content was able to attract the attention of the audience that lead them to know @kedasbeautypusat account.

Attracting audience sympathy through emotional marketing personally connects the audience and a product. Emotionally, the company sells products and conveys the identity of the products owned by the company. Emotional marketing refers to marketing and advertising efforts that use emotions to get audiences to notice, remember, share, and purchase products. Eliciting a consumer response typically focuses on one emotion, such as happiness, sadness, anger, or fear. Due to the

apparent importance of emotions in social behavior and stimulating cognitive processes to make strategies, @kedasbeutypusat provides emotional stimulation through some of the content they create. One of the first goals of emotional marketing is to identify the digital marketing experience that involves the consumption chain and the changing environment in which consumers are assigned [48].

Figure. 2 shows the content of @kedasbeutypusat to build audience empathy to share with others. This process has the potential to turn @kedasbeutypusat into a cosmetic and beauty product that people actively share with others.

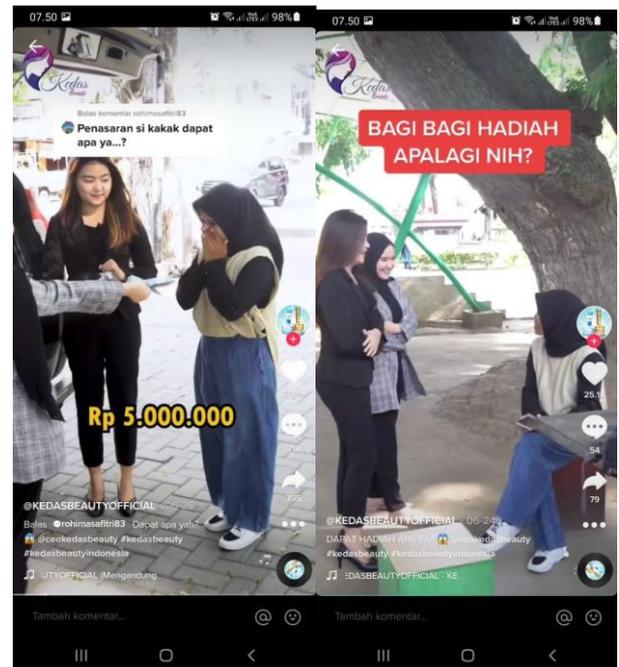


Figure 2 @kedasbeutypusat’s content drama
Source : <https://vt.tiktok.com/ZSeVm4Kfk/>

In addition to sharing with others, @kedasbeutycenter prioritizes the best products and empathy between the company and customers. Then, increase consumer engagement and the differentiation they have felt. In building empathy for the audience, @kedasbeutycenter uses experiential marketing or the experience of customers who have purchased and utilized @kedasbeutycenter products. Customer experience is a valuable tool in many situations, such as revitalizing a downgraded corporate image and identity and

experiencing the benefits of marketing based on emotional interaction and experience creation. the customer experience of a product or brand as an essential thing in a branding instrument is significant for the branding process, whether extraordinary or not [49].

Customer experience can explained by the @kedasbeautypusat account through and comments from consumers who have enjoyed the product. The influence of consumers in making purchases and using products can influence other consumers to use Kedas Beauty products. Product introduction through social media, especially TikTok, can branding the product Kedas Beauty to continue to be known by the wider community so that the product lasts a long time. Through social media people can freely and open to interaction. So that many posts as a form that can be updated widely.

4.3. To Grow in A Social and Humane Way with the Customers

Growing with our customer in a social and humane way means to develop with customers through social and human closeness. It is not exactly a surprise that the wishes of the audience or netizens can influence the content in the @kedasbeautycenter account, which has many followers. Attempts to accept criticism from the audience can foster closeness with the audience. Although new media and technology limit direct communication, @kedasbeautycenter encourages interaction by establishing two-way communication between the audience and himself. Because of the rapid development of business and technology, it is necessary to integrate technology-based interactions and human-to-human interactions.

Understanding the audience's needs is the key to increasing intimacy and interacting with them more personally. There are several excellent ways for a business owner or marketer to improve their social media presence and help their company grow through customer engagement. In terms of increasing social media presence by identifying goals and objectives, @kedasbeautycenter plans to create an excellent superior product, with the millennial generation and generation Z as target audiences.

The @kedasbeautycenter account interacts with Tiktok content creators. They allow people to comment on posts, and @kedasbeautycenter listens to what they

have to say. @kedasbeutycenter has used the hashtags #kedasbeuty and #kedasbeutyindonesia to gain popularity and establish an identity. The use of hashtags can result in more than 50% post-growth consumer engagement. Marketers are increasingly using hashtags as a marketing or promotional communication tool. The concept of digital marketing is used to increase TikTok user engagement on the @kedasbeautycenter account. In every video, hashtags are used. This is expected to pique the interest of the audience away from other TikTok accounts. On TikTok, the use of this hashtag has been viewed by 100 thousand to 2 billion people. The hashtag is to make it easier for TikTok users to find @kedasbeutycenter.

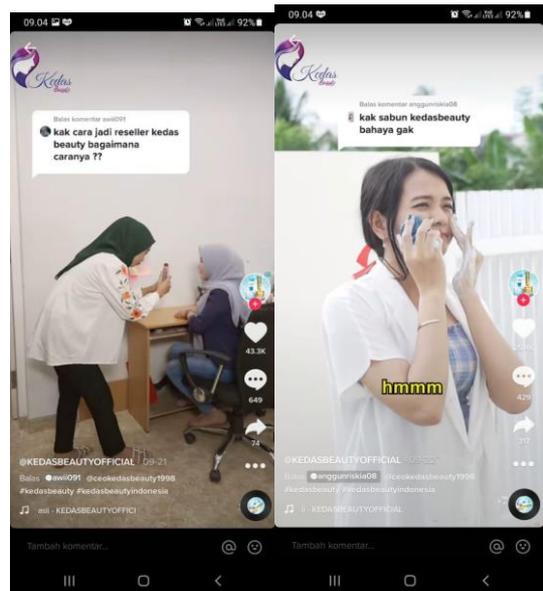


Figure 3 The content of the TikTok account @kedasbeutypusat in using the product
 Source: <https://vt.tiktok.com/ZSeVm4Kfk/>

Figure 3 depicts @kedasbeautycenter's interaction with viewers' comments via TikTok videos. To draw attention, visual explanations are used. Not only can the audience respond to comments via direct message, but they can also see the description directly from the @kedasbeautycenter account. Although the interaction process could not function properly, it demonstrated two-way communication between @kedasbeautycenter and

the audience. One of the benefits of using TikTok social media is that users can quickly build interactive relationships and receive feedback from their peers [50].

The way the @kedasbeautycenter account builds closeness or interactive relationships with consumers to provide good service to consumers will create consumer loyalty. Although not much content and views on the @kedasbeautycenter account that provide direct closeness, the interactions that are carried out are quite good. to further improve interactions carried out by answering questions from consumers through uploaded videos.

5. CONCLUSION

According to the findings of this study, the @kedasbeautycenter account promotes sales through three methods of digital marketing campaigning via TikTok. First, brand storytelling and product storytelling via TikTok videos with varying narratives. Second, venture out into the real world or connect and engage directly with customers through empathy, understanding, and the development of real-life problems. Furthermore, @kedasbeautycenter employs emotional content derived from both social and customer interactions. Finally, growing socially and humanely with customers means that we grow together socially and humanely where technological advancement has become a barrier to effective direct communication. Although the two-way communication process used by @kedasbeutycenter is not appealing, @kedasbeutycenter has the potential to attract customers. Although, @kedasbeutycenter's two-way communication process is not appealing, @kedasbeutycenter can attract an audience. The study's findings suggest that digital marketing efforts via TikTok must be carried out consistently and follow the third element to maintain and improve product promotion. Business owners can leverage the impact of digital marketing through the TikTok social media campaign, particularly if they have a millennial or Generation Z target market. As a result, this research may be applicable in the future.

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