

Use of Live Streaming Tiktok Marketing Campaign

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Article Info	Abstract
<p>Received: Jan 21, 2023</p> <p>Revised: March 17, 2023</p> <p>Online available: April 20, 2023</p> <p>Keyword: Live Streaming, Marketing, Campaign, Bittersweet</p>	<p>Technology is a carrier for progress in various fields efforts to combine with business. No business development now change with other technological advances that began to attack the market digital. Marketing is the process of identifying, planning and implementing strategies for creating, promoting and delivering products or services that satisfy consumer needs and wants. The main objective of marketing is to attract consumer attention, develop customer loyalty, and increase sales or company profitability. Marketing involves various aspects, such as market research, market segmentation, branding, promotion, distribution and pricing. Social media also allows users to create online profiles, follow other people's accounts, and participate in discussions and other online activities. Some examples of popular social media platforms include Facebook, Instagram, Twitter, YouTube, LinkedIn, TikTok and WhatsApp. Then the effort is made without consciously increase the level of engagement from impactful social media there is often a live streaming of bittersweet by najla. It's not just the ratings products from bittersweet also experienced good ratings by category 4.5 and managed to sell 899,500 products.</p>

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INTRODUCTION

Technology is a carrier for progress in various fields efforts to combine with business. No business development now change with other technological advances that began to attack the market digital. According to the expression from Samsudin et.al (2022) that market potential the internet itself is large and growing rapidly in Indonesia. So that in the era this vigorous and sophisticated media will increase the company's sales through digital marketing. One of the platforms that is rapidly developing into a digital market today is TikTok. The TikTok app isn't actually a new app, even. This app has been downloaded 1 billion times in 2019 and is the most popular at six countries, one of which is Indonesia in Michael's research in 2019 (Ruth, D., & Chandraningram, 2020). In 2023 the month of

January according to We Are Social Indonesia occupies the 2nd position of the country with the most Tik Tok users, the number of users reached 1.05 billion and has increased in the previous year of 18.8%.

With a large number of users around the world, this makes TikTok also underwent evolution. TikTok was originally an entertainment application short videos where we can be creators or just users. Until April 2021, TikTok Indonesia launched the TikTok Shop a development of shopping features in the application. TikTok Shop become a new advantage where users can shop without you have to be busy looking at the catalog but immediately at the same time as the video review. In Google's report in 2022 as much as 21% product discovery phase and TikTok video-based social media services are sought after (Novita and Yuliani, 2022).

A great opportunity unfolds in this TikTok Shop to improve selling business, one brand that takes advantage of this is Bittersweet by Najla. Bittersweet by Najla is a focused culinary venture in the dessert box category (Hariwibowo, 2022). At first his name exploded and was known through the Facebook and Instagram platforms. This is because Instagram's popularity as a marketing platform outweighs popularity. Facebook based on the results of a 2014 forrester Research study. According to we are social research, the number of internet users in Indonesia is countries with the most number of internet. users in the world. world that reached 88.1 million in early 2016 and increased by 51% in early 2017 to 132.7 million (Sukmawati and Huda, 2022). The factors above make Bittersweet By Najla's information easy for the public to know.

Currently Bittersweet by Najla is also rapidly expanding on social media TikTok by running live tiktok for almost 24 hours. With this phenomenon his business carry out a marketing campaign to introduce the product starting again from the bottom. So this writing will examine this related to marketing campaign conducted by Bittersweet by Najla via live streaming on Tik Tok. Writers must be able to find facts related to the application of principles cybermarketing by Bittersweet by Najla.

Digital Marketing

Digital marketing is defined as the application of the internet related to digital technology in which communication occurs. In digital communication, marketing objectives occur. Meanwhile, according to Dedi (2017) said that digital marketing is a marketing activity that uses digital media with the internet in the form of web media, social media, email, databases, mobile, and digital tv. The activity aims to increase target consumers to find out their profile, behavior, product value, and consumer loyalty. Apart from that, it can also unite communication between sellers and buyers in a free discussion platform. From the explanation above, it can be concluded that digital marketing is the marketing of products and services via the internet using internet media, social media, email, databases, mobile/wireless and digital TV to improve marketing and increase consumer reach. Some of the things that affect digital marketing are as follows: 1. Website When talking about websites that are always updated, usually there is a backend page (admin page) that is used to add or change content. Dynamic web requires a database for storage. Dynamic websites have a two-way flow of information from users and owners, so that updates can be made by both users and website owners (Bahar, 2013) 2. Blog Briefly explaining Arief (2017) the definition of a blog is an application that contains multimedia documents (text, images, animation, video) using the HTTP (Hypertext Transfer Protocol) protocol and accessed using software called a browser can be accessed. 3. Email Marketing E-marketing is online marketing, whether through websites, online advertising, opt-in emails, interactive kiosks, interactive television, or mobile devices. This creates a closer relationship with customers, understands them and encourages interaction with them. E-marketing is broader than e-commerce because it is not limited to transactions between organizations and stakeholders but includes all marketing processes. 4. Social Media Social media is a platform or application that allows users to

connect and interact with other people online. It can be used to share information, images, videos and various types of content with friends, family or people who share the same interests or goals. Social media also allows users to create online profiles, follow other people's accounts, and participate in discussions and other online activities. Some examples of popular social media platforms include Facebook, Instagram, Twitter, YouTube, LinkedIn, TikTok and WhatsApp.

Marketing

Marketing is the process of identifying, planning and implementing strategies for creating, promoting and delivering products or services that satisfy consumer needs and wants. The main objective of marketing is to attract consumer attention, develop customer loyalty, and increase sales or company profitability. Marketing involves various aspects, such as market research, market segmentation, branding, promotion, distribution and pricing. A marketer must also consider external and internal environmental factors that can affect marketing such as market trends, competition, regulations, and technology. Effective marketing requires a good understanding of the target market, consumer behavior, and the product or service's position in the market. This allows marketers to develop appropriate and effective marketing strategies to achieve company goals. According to Kotler and Keller (2016: 27), "marketing is a social process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with other parties". This means that marketing is a social process through which individuals and groups obtain what they need and want by creating, offering and exchanging products and services of value. According to Kotler and Armstrong (translated by Ratih Hurriyati, 2014: 76) there are elements of the marketing mix as follows: 1. Products, products are anything that can be offered in the market for consideration, acquisition, use, and consumption that can satisfy wants or need. 2. Price, price is the amount of value (money) that must be paid by consumers to obtain the desired product to meet their needs. 3. Location (place), location is another company activity in the form of services to make the product accessible and available to the target market. 4. Advertising, promotion is all the activities carried out by the company to communicate and market its products to its target market. Promotional activities include advertising, personal selling, public relations, sales promotion and direct marketing

METHOD

Seeing the problems to be studied, the appropriate research method is descriptive qualitative. Descriptive method is a research approach used to describe and explain the phenomena or events observed in detail. This descriptive method can use a qualitative or quantitative approach. A qualitative approach in the descriptive method usually involves collecting data through interviews, observation, and document analysis. This approach allows researchers to understand more deeply about how people perceive, feel, and explain a phenomenon or event. In research with a qualitative approach, the data obtained is processed in a more subjective way. Researchers usually use analytical techniques such as thematic analysis to identify patterns and themes in data. The data collection technique was carried out by reviewing previous research. With the main source in the form of literature studies obtained through the official web. Apart from that, the writer will also make observations on the tik-tok account from bittersweet by najla. The writer will conduct data analysis with data triangulation. This stage will compare all the data that has been obtained then get a new definition and draw existing conclusions.

RESULTS AND DISCUSSION

Bittersweet by Najla is a food and difference industry that has become a business pioneer called success in Indonesia. itself is a business founded by Najla Basir, a housewife who

likes baking activities at home for her children. This business has offline stores located in Kalibata, Kemang, Bogor, Rawamangun, Depok and Sunter and all major cities in Indonesia.

In carrying out his marketing activities on social media Instagram or other social media, Peter sweet managela, in each of his uploads, always includes the hashtag feature bittersweet by Najla. In this era of rapid business development, companies must be more creative in carrying out campaigns to sell their products and services, product marketing companies are competing to market their products and introduce their products in various ways. Same with Bittersweet by Najla after successfully reaching Instagram and Facebook with the new platform currently using Tik Tok as its marketing campaign. according to Bambang (2021) Tik Tok is a social media that offers its users the ability to make, edit, share videos of short duration which are equipped with Effects and music features and filters. As for kinetic, it also innovates as an online shopping platform known as the tiktok shop so that genetic tok is one of the social media that can be used as social media marketing. then using the tiktok platform can make an innovation for marketing a product from that company.

The Tik Tok platform, which provides short videos to check promotions or conduct other education as a form of product marketing, really helps Bittersweet by Najla. Tik Tok video content can help shape the brand's wearness, referring to previous research that stated that the branding structure must be based on real life with positive activities that strengthen the brand structure; Imaging methods that are only based on fiction are unable to support strong personal branding (Susilowati, 2018). In the process Bittersweet by Najla uses the support of celebrities in marketing its products through advertisements or promotions on personal Tik Tok accounts and celebrity Tiktok accounts. In Sukmawati and Huda's (2022) research related to the effectiveness of the application of tiktok as a means of promoting the bittersweet by najla product, the results of the study revealed that it was good. Research using a quantitative method using 100 participants categorized 80% of the product introductions carried out by Bittersweet by Najla as attention-grabbing and very interactive. Apart from going through the Peterset videos, it is clear that many also use Tik Tok live streaming as a venue for introducing and selling their products.



Figure 1 . The following is a form of live streaming business image carried out by Peter sweet by Najla

Source : Tik Tok Application (2023)

Based on observations made by the author of live streaming conducted by Peter Switch for almost 24 hours, it always reaches the minimum target with an audience of more than 500 people. then Peter sweet by Najla also received a 4.5 star rating on the live stream product sales category. This assessment is based on Tik Tok obtained from the many accounts that view and buy from the products provided by Peter suit by Najla. they package it by giving affordable discounts to buyers and providing attractive packages for them to get.

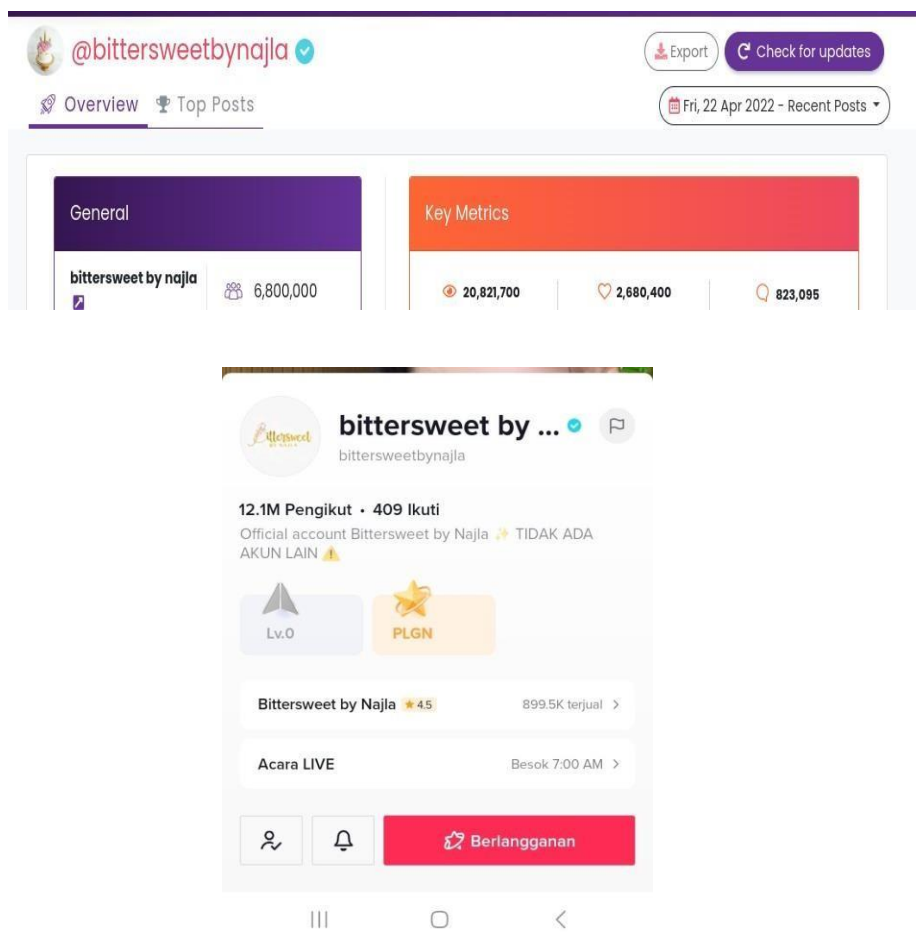


Figure 2. the following is the traffic analysis and engagement obtained by Peterson by Najla through Tik Tok account analysis
Source : Tik Tok Application (2023)

Then, every time there is a new product they will introduce these products through a short Tik Tok video and they will carry out the manufacturing process directly on the live stream. Tik Tok live streaming is a type of feature that Tik Tok has with random viewers and without having to follow the account being viewed. Bittersweet by Najla's chances are even greater in carrying out its marketing campaign on its new products.

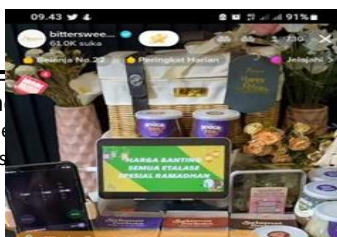


Figure 3. Bittersweet by Najla's chances are even greater in carrying out its marketing campaign on its new products.

Source: Tik Tok Application (2023)

Then, every time there is a new product they will introduce these products through a short Tik Tok video and they will carry out the manufacturing process directly on the live stream. Tik Tok live streaming is a type of feature that Tik Tok has with random viewers and without having to follow the account being viewed. thus, Bittersweet by Najla's chances are even greater in carrying out its marketing campaign on its new products. Apart from that, they can also increase marketing on the products they previously owned and will increase the amount of income received through this live streaming. The concept of live streaming is the same as the concept of manual product introduction, but the difference is that Tik Tok live streaming can buy products directly and get huge discounts so that this can attract customers to buy the products we present. Besides that, buyers can also view the showcase catalog that has been displayed along with the prices and discounts they get. Not only that, Bittersweet by Najla will also provide testimonials directly through the live streaming and carry out the manufacturing process of the products being marketed.

Bittersweet by Najla's live streaming business is very profitable for them and increases the following traffic adjustments picture of the traffic adjustment they got

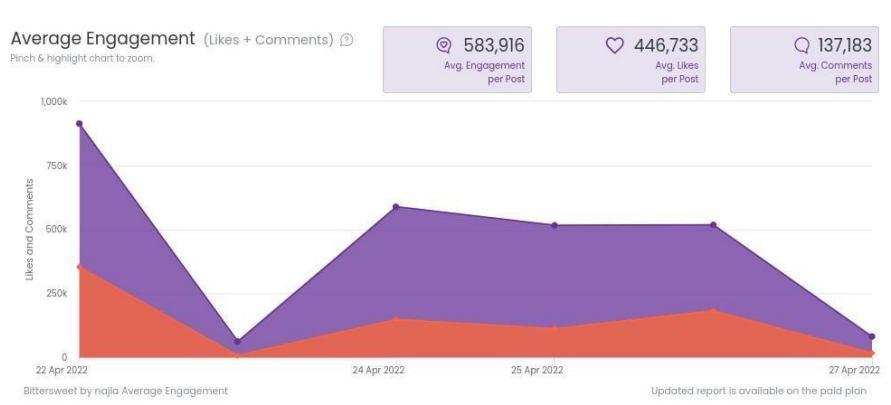


Figure 4. Bittersweet by Najla's live streaming business

Through this increase, products from bittersweet by Najla have sold 899,500 products on the TikTok platform. This figure is the result of sales from live streaming. So that tick-

tock live streaming is effectively used to introduce products. In addition, sellers will be able to see regular income from this live streaming..

CONCLUSION

Based on the results and discussion there can be concluded that the use of live streaming TikTok has an influence on sales and also the rating of the product. Bittersweet by Najla also makes use of things as a form of marketing campaign on its newest products, so the curiosity of the customer will be higher which affects increase in sales. Then the effort is made without consciously increase the level of engagement from impactful social media there is often a live streaming of bittersweet by najla. It's not just the ratings products from bittersweet also experienced good ratings by category 4.5 and managed to sell 899,500 products.

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