



## Qualitative content analysis on Tiktok accounts @nadiraa\_hijab as online bussines promotion media

Rerae Selsa Mahera<sup>1\*</sup>, Nunik Haryanti<sup>2</sup>

<sup>1</sup>Mahasiswa Prodi Ilmu Komunikasi, Universitas Ahmad Dahlan Yogyakarta, 55191, Indonesia

<sup>2</sup>Dosen Prodi Ilmu Komunikasi Departement Of Communication, Universitas Ahmad Dahlan Yogyakarta, 55191, Indonesia

Corresponding author's email: [rerae1900030180@webmail.uad.ac.id](mailto:rerae1900030180@webmail.uad.ac.id)

### ABSTRACT

#### Keywords

Nadiraa\_hijab  
Online Business  
Online Shop  
Promotion Media  
Tiktok

This study aims to determine the contents of the tiktok account media @nadiraa\_hijab account as an online business promotion media using content analysis. Using content analysis provides an overview about the media content of promotional indicators through marketing communication from the tiktok account. tiktok is a short video application which has interesting features and has successfully attracted the attention of many people. So that tiktok user in indonesia are widely used as a medium for online business promotion. Features used to promotion a business is the live feature, and the tiktok video feature. Research shows that one of the tiktok account @nadiraa\_hijab utilizes tiktok as a medium for online busniess promotion. This research method is a qualitative descriptive method and uses observation and documentatition techniques. With content analysis examining the tiktok account as an online business promotion media. This research method shows that the tiktok account @nadiraa\_hijab succesfull provides an online business with a search system through video content made to make it easier and reach products quikly so that online business promotion media through tiktok features can be reached by its users.

### 1. Introduction

Marketing communications is a means for companies to inform persuade, and remind consumers directly or indirectly about the products and they sell. This activity is carried out directly or indirectly using media such as social media. Marketing communication is often used to inform about the products sold by business actors directly and indirectly. So that marketing is a business planning strategy to communicate products to tiktok users, and marketing communication must be combined to convey a fixed or consistent message until it reaches a strategic one (Boentoro et al., 2020).

Marketing serves to attract someone's attention about the products we want to offer. This results in fashion or hijab products that are trending following the times are very necessary in encouraging vonsumer buying interest. These actions can increase buyer interest with the search for product information neded regarding the desired fashion. Information search used by consumers in the form of tiktok social media. Sp that the @nadiraa\_hijab tiktok account has a r ole to provide information on its video content.(Ariffudin Islam, 2022).

The marketing communication is able to strengthen product strategis, raise awareness of products, even how the public can recognize the brand and be able to remember the brand quality of the @nadiraa\_hijab company to generate attraction or response from consumers. Varios froms of marketing delivery can uses applications and print or digital media. Aims to

introduce products that create interactions with consumers to assist marketing activities and create trust in the public. (Mardian et al., 2022).

TikTok is a media platform that provides users with the ability to create short videos supported by several features provided by TikTok such as adding music, filters to videos, voice changers, stickers or video effect, beauty, playlist, and live streaming. The TikTok activity features such as likes, comments, captions, hashtag, number of shares, and following. By using TikTok, @nadiraa\_hijab can upload products that sold through the features contained therein to make it easier for sellers to promote their products. TikTok @nadiraa\_hijab started joining and using as a content creator regarding this online business promotion on July 30, 2020. @nadiraa\_hijab utilizes the features on TikTok, namely: in the bio there is a direct link to access the catalog to facilitate online ordering (Nurhasanah et al., n.d.).

Delivery of TikTok promotional media messages on the @nadiraa\_hijab account can make it easier for consumers to get information about fashion and hijab according to ongoing trends. This succeeded in attracting consumers' attention because through video content that was posted in a unique and interesting way. @nadiraa\_hijab is one of the companies that promotes through TikTok. It can be seen that the official TikTok account @nadiraa\_hijab, the account followers reached 732.3 ribu with 1,805 posts and added 7 playlist containing several videos from the total posts. @nadiraa\_hijab utilizes TikTok as a media for promoting online businesses to increase rapidly. In addition, there are promotional indicators on the @nadiraa\_hijab account that add value to consumers in terms of promotional segments and complete information (Nadia & Abdurrazak, 2022).

In this study using a qualitative content analysis method can also observe manifest messages, latent messages from the documents under study. So as to be able to see media content based on context (situational based on document or text), process (the process of media production or content can be created in an actual way until is organized together). Meanwhile, emergence (a gradual or gradual formation of meaning through understanding of all the documents examined (Akiyat & Sudrajat, 2021).

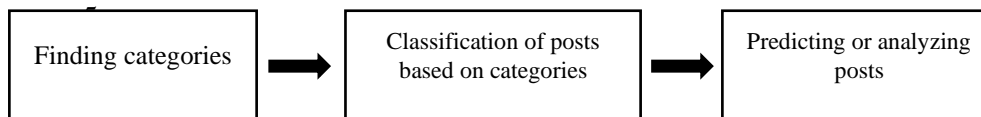
Content analysis can be widely applied in recognizing a media content on social media, especially on the TikTok account to be studied. However, content analysis is a scientific on the content of communication. So that basically content analysis is a systematic technique in parsing content and processing it. Technically, content analysis is like an activity by grouping symbols used in techniques to make predictions or analyze data. (Sumarno, n.d.).

## 2. Method

In the type of research using qualitative research, a method that describes the object to studies based on fact in the field. This research method uses content analysis which focuses its research on the media content used by the TikTok @nadiraa\_hijab account.

Content analysis is related to the content of communication in itself, often used to analyze media content and study the content of communication contexts, in the form of communications between groups, or individuals. Which is used in studying analyzing the content of print or electronic media (Asri, 2020).

Aryanto (2018) Content analysis can cover the contents of TikTok as a source of research data, so that the contents of TikTok can be categorized based on predetermined categories, therefore, the research flow can use content analysis techniques which include:



Here is how to determine sampling, namely by determining categories such as likes, number of viws, comments, captions, number of shares, and hastags. Then classify posts based on exiting categories that have been created. Then the last step is to analyze posts according to the categories that have been categorized.

Tiktok account owner @nadiraa\_hijab is an actors who knows about social media as a means of online business promotion media. The data collection method used in this research is observation and documentation of the @nadiraa\_hijab account using the tiktok application as a media for online business promotion, in addition to collecting data indirectly through screenshots of documentation, journals, scientific paper, and books related to this research. One of the samples in the analysis is a video content that has a total audience of 121.4 thousand with a total of 709 likes with the title of the video content “SALE BRUTAL CUMA 19K RUGI GAK SERBU!” on the content with the caption “19k already get an outfit??? Increasingly making kalap bet dah ni store, rush now yes!” witch additional hastags #fyp, #fashionjogjamurah, #fashionstorejogja, #tokobajujogja, #racuntiktok, #viralvideotiktok.



### 3. Result and Discussion




#### Indicators for promotion

The following promotion indicators are divided into 5 promotion combination including:

- a. Advertising is a form of communication to an audience of people, wich aims to store information by influencing consumers to create an impression that can satisfy consumers wants or nedds.
- b. Sales promotion is a form of invitation that is directly through the use of varios result that can be arranged to attract interes in purchasing product by increasing the number of good purchased by customers or consumers.
- c. Personal selling is a lot of marketing that uses salespeople to sell these product and services to business cutomers. Personal selling is a presentation made personally by company employees in increasing sales to establish good relationships with customers.
- d. Direct marketing is a way to experience rapid growthm with technological advances that widespeard the use of credit cards more and more individual marketing practies (treating customers like individuals). Direct sales can be said to be direct communications to individual customers who are the target market well in maintaining consumer attachment.
- e. Public relation is company that stives to build good relationship with people around it, including potential customers or consumers in a way to improve the reputation of the company or product (Haque-fawzi et al., n.d.).

The following is screenshot documentation of the promotion indicator:

No	picture	Explanation of promotion indicator
1.	 <p>Pucture 1 Tiktok ad @nadiraa_hijab (source: @shadirafirdausi)</p>	<p>Advertising:</p> <p>Through this video, it explains that the tiktok account @shadirafirdausi advertises a product from @nadiraa_hijab with word processing in the caption “finding the paradise of ceruty baby dolls” aims to influence consumers by creating an impression that can satisfy consumer desires for the product video it promotes. @nadiraa_hijab how to promote its products using endorsement to tiktok celebs, namely @shadirafirdausi.</p>
2.	 <p>Picture 2 Tiktok @nadiraa_hijab (Sumber: @nadiraa_hijab)</p>	<p>Sales Promotion:</p> <p>@nadiraa_hijab promotes product that have been restocked because interest in this product soars. So that @nadiraa_hijab restoks this product as a form of fulfilling consumer desires.</p>

<p>3.</p>	 <p>Picture3 Tiktok @nadiraa_hijab (Source: @nadiraa_hijab)</p>	<p>Personal Selling:</p> <p>In this video, the @nadiraa_hijab salesperson participates in content creation as a form of service to customers. In increasing sales and providing a positive image so that it is expected to establish a good relationship with consumers or customers.</p>
<p>4.</p>	 <p>Picture 4 Tiktok @nadiraa_hijab (Source: @naadiraa_hijab)</p>	<p>Direct Marketing:</p> <p>@nadiraa_hijab directly promotes its sales product through an invitation to join the live streaming provided by the @nadiraa_hijab account so that you can check out products through the tiktok features. With this live streaming direct sales can also make payments via credit card.</p>
<p>5.</p>		<p>Public Relations:</p> <p>In this video @nadiraa_hijab informs tiktok users, especially @nadiraa_hijab consumers. Building a good relationship with the community through the give away promotion program held by @nadiraa_hijab as a form of improving the image of the company or product.</p>

	<p>picture 5 Tiktok @nadiraa_hijab (Source: @nadiraa_hijab)</p>	
--	---	--

### 3.2 Create a Discussion

Based on the promotional media that has been used by the tiktok @nadiraa\_hijab account, it can be concluded that @nadiraa\_hijab has succeeded in utilizing tiktok social media as an online business promotion media in building a business and expanding its products. In the target market, @nadiraa\_hijab succeeded in triggering consumers attention where the target market was successfully triggered to buy @nadiraa\_hijab products because they were interested in tiktok content.

Form promotional indicators related to advertising @nadiraa\_hijab doesn't use advertising methods in general. But @nadiraa\_hijab uses the endorsement with influencer tiktok @shafirafirdausi method in promoting its online business. For sales promotion @nadiraa\_hijab in promoting its products by providing information about good that have been sold, but the interest in the products is still sought after by consumers so that by reproducing these products.

Personal selling @nadiraa\_hijab in making business promotions on tiktok involves employees as a form of approach to consumers, then direct marketing @nadiraa\_hijab promotes its business by creating an invitation pamphlet to join live which is distributed through its video content. And finally public relations @nadiraa\_hijab organizes and invites consumers to take part in give away activities in this case the @nadiraa\_hijab tries to build relationship with consumers in order to generate regular customers and new customer.

From the discussion that the researchers have summarized above, through the @nadiraa\_hijab tiktok account, there are 5 components of the promotional media indicator strategy that have been successful in using tiktok as an online business promotion media in its developments every year.

### 4. Conclusion

The result shows that content analysis using 5 indicators of promotion used by @nadiraa\_hijab is successful. This shows that @nadiraa\_hijab is successful by promoting its products through tiktok media features in increasing the number of online buying interests. This tiktok account provides an online business with a search system on the video content it creates to make it easier and reach products quickly.

## 5. Acknowledgement

Praise for the gratitude of the researchers to the presence of Allah SWT who has given the favor of smoothness and ease for the researchers in conducting this research. Thank you also to the related parties, data from Tiktok social media @nadiraa\_hijab to support this research. Thank you to the communication science study program for supporting this research, thank you to Harish Maulana Putra who has supported and is always there in conducting this research. Lastly thanking yourself for completing the research with full intention and patience.

## 6. References

- Akiyat, M. H. F., & Sudrajat, R. H. (2021). Analisis isi daya tarik pesan dan fungsi periklanan pada akun official tiket.com dan traveloka di media sosial tiktok periode oktober 2020. *Openlibrarypublications.Telkomuniversity.Ac.Id*, 8(6), 8840–8853. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/17234>
- Ariffudin Islam, M. (2022). Perancangan konten media sosial media tiktok sebagai media promosi dedado batik di surabaya. *Jurnal Barik*, 3(2), 112–124. <https://ejournal.unesa.ac.id/index.php/JDKV/>
- Aryanto, U. (2018). analisis isi hotfli. *Metode Penelitian*, 2014, 32–41.
- Asri, R. (2020). ANALISIS ISI. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, 1(2), 74. <https://doi.org/10.36722/jaiss.v1i2.462>
- Boentoro, Y., Paramita, S., & Paramita, S. (2020). Komunikasi Pemasaran Viral Marketing (Studi Kasus Kopi Kwang Koan). *Prologia*, 4(1), 141. <https://doi.org/10.24912/pr.v4i1.6455>
- Haque-fawzi, M. G., Iskandar, A. S., & Erlangga, H. (n.d.). Konsep , Teori dan Implementasi.
- Mardian, M. H. P., Desy Misnawati, & Muhammad Renaldi. (2022). Efektivitas Sosial Media Sebagai Media Promosi Desa Surabaya Timur. *SOSMANIORA: Jurnal Ilmu Sosial Dan Humaniora*, 1(1), 86–90. <https://doi.org/10.55123/sosmaniora.v1i1.225>
- Nadia, K., & Abdurrazak, A. (2022). Konten Akun TikTok Nadiraa Hijab dalam Perspektif Wanita Muslim. *AL-MANHAJ: Jurnal Hukum Dan Pranata Sosial Islam*, 4(2), 189–198. <https://doi.org/10.37680/almanhaj.v4i2.1727>
- Nurhasanah, A., Claudia, S., & Day, P. 2023. (n.d.). Media Sosial Tiktok Sebagai Media Penjualan Digital Secara Live di Kalangan Mahasiswa Universitas Ahmad Dahlan Tiktok Social Media as a Live Digital Sales Media Among Ahmad Dahlan University Students. 7(September 2023), 69–77. <https://doi.org/10.30595/jssh.v7i2.16304>
- Sumarno. (n.d.). Analisis Isi Dalam Penelitian Pembelajaran Bahasa Dan Sastra.