



The influence of Tiktok Shop on buying interest in Petanahan High School 1

Ananda Ayu Damayanti^{1*}, Gibbran Pratisara²

¹Communication Sciences, Ahmad Dahlan University, 55166, Yogyakarta, Indonesia

²Communication Sciences, Ahmad Dahlan University, 55166, Yogyakarta, Indonesia

*Corresponding author's email: ananda1700030258@webmail.uad.ac.id¹, Gibbranpratisara@gmail.com²

ABSTRACT

Keywords

Social Media
TikTok Shop
Buying Interest

Social media is very important for society as a medium of communication and entertainment, and interacting remotely regardless of distance. At this time, the social media that is becoming a prima donna for most Indonesian teenagers is TikTok Shop. With various goods or products offered, TikTok Shop also offers a lot of free shipping to attract the attention of its users. Just like other comers, the payment methods in TikTok Shop can also be used via bank transfer and COD (Cash On Delivery), which will certainly make it easier for users to shop. That way, in addition to making it easier for users to shop, TikTok Shop is also a promotional forum for content creators by means of live chat or with videos made to achieve FYP (For Your Page). Therefore, the purpose of this study is to find out how much influence TikTok Shop users have on buying interest in Petanahan High School 1. This research method uses quantitative research methods with Simple Linear Regression data and two data sources, namely primary data sources and secondary data sources. The data obtained from this study is by distributing questionnaires using a survey method with open questions for students who use TikTok Shop social media at Petanahan High School 1. The results of the study show that there is an influence of TikTok Shop on the interest in buying goods or products at Based on these results, the majority of Petanahan High School 1 students use TikTok Shop social media to shop online.

1. Introduction

In this modern era, technology and information have become important things for society which encourage people to be more active in interactions or relationships regardless of distance. Globalization in the current era also has a positive impact, especially for Indonesian people who consume social media (Lin et al., 2013). Globalization has helped people communicate and gain very broad insight. One aspect that is developing very rapidly at the moment is communication technology, where it is easier for people to find or get information anytime and anywhere quickly. Information is easily obtained using the internet network (Syirodj & Gustomo, 2014). Internet is an abbreviation of interconnection and networking which can be used via laptops/computers and smartphones. The internet has become a part of life for most people in Indonesia and even the world (Liu et al., 2020). By using this internet network, you can get information, communicate long distances and shop online. Based on data from datareportal, in Indonesia internet usage reached 212.9 million people as of January 2023, due to an increase of 3.85% from last year (Lichy et al., 2017). The increase in the number of internet users in Indonesia is due to the increasing trend every year. Indonesian people use the internet for around 7 hours 42 minutes every day. Therefore, with quite large numbers, Indonesia is ranked 4th in the world with the most internet use (Pribadi & Nasution, 2021).

This will make people dependent on mass media, because now the latest information or updates can easily be obtained through mass media (Kathpalia, 2021). This is because the internet is a global computerized network, that is, it can be accessed throughout the world at unlimited times or in other words online 24 hours a day, 7 days a week (Peters & Nielsen, 2013). As time goes by, the presence of computers, laptops and smartphones has emerged which are equipped with advanced features with various applications. For urban communities, smartphones are certainly one of the favorites that are very popular, because of course they have a high level of mobility so they require effectiveness and speed in access information (Cameron & Panović, 2017).

For today's young generation, with the advancement of technology, it is easy to channel aspirations and support in various ways online, in the form of moral and material. Social media is currently being loved by society, such as Twitter, Facebook, TikTok and Instagram, where the younger generation is currently using these media as a means of socializing in cyberspace (Kholili & Wijiharto Tunggal, 2023). Currently, the media that is quite popular among the public and the younger generation is TikTok. TikTok is a social media that presents various music videos originating from China (Wibowo, 2022).

TikTok also has another name which is often known as Douyin. TikTok is now considered capable of providing very extensive and up to date information at all times. Not only does it provide dance content and music videos, but TikTok now provides a lot of information that doesn't make its viewers feel bored. In September 2021, TikTok officially introduced an online shopping feature called TikTok shop, in which there is buying and selling which is almost similar to other e-commerce which sells products through online sites (Ponomarenko, 2019). In the TikTok Shop, a product is easily sold because its reach and distribution is very wide so it does not require a large amount of capital. TikTok shop is a shopping feature of the TikTok application where we can shop online easily with just one application, namely TikTok (Utami, 2022). TikTok provides an online shopping feature that makes it easier for its users, not only that, the TikTok shop also offers various goods which are of course cheap and many have free shipping (Rimadias et al., 2021).

From several previous studies, researchers found research that was relevant to this research, entitled the influence of TikTok Shop promotional media on purchasing interest among economic education students at IKIP Bojonegoro. Where previous research and the research currently being researched have the same variable, namely buying interest. Based on the description above, the author will conduct research with the aim of finding out the influence of TikTok Shop on buying interest for TikTok users at SMA N 1 Petanahan.

2. Method

The type of research that will be carried out in this research is using a survey method with closed questions. The technique used in this research uses an online questionnaire distribution survey via Google Form (Hambali et al., 2021). A questionnaire is a data collection technique that contains questions which are of course easy for respondents to understand in order to obtain answers which will later become analytical material for research Husodo et al., (2021) By preparing a questionnaire, we will be able to find out the desired results and find out which variables according to respondents are important. A questionnaire can also be interpreted as a list of questions that will later be used by researchers to obtain data from the source directly through the communication process.

Apart from that, questionnaires are also a technique that is often used for certain purposes to get the desired results. In the questionnaire the questions provided are not always positive, but there are also negative ones. The reason for including negative questions so that respondents can go to one end of the scale is minimized (Sugiyono & Lestari, 2021). This research uses two sources, namely primary data sources and secondary data sources. Primary data was obtained from distributing questionnaires while primary data was obtained through books, journals and the internet. The questionnaire in this study used a Likert scale and was closed in nature, because respondents were only given four alternative answers in a short time and each question received a score as follows:

Table 1. Respondents' Lift Scores

No	Pernyataan	Skor
1	Strongly Agree	4
2	Agree	3
3	Don't Agree	2
4	Strongly Disagree	1

Information:

A. Strongly agree / very good / very appropriate / very interesting

B. Agree / good / appropriate / interesting

C. Disagree / not good / inappropriate / not interesting

D. Strongly disagree / very unfavorable / very inappropriate / very unattractive

Meanwhile, the approach that will be used in this research is a quantitative approach. The population used in this research was all 586 students of SMA Negeri 1 Petanahan. To determine the sample size in research from this population, you can use the Slovin formula. The sample size of this study was determined using the following formula:

Information :

n = sample size

N = population size

e = allowance for inaccuracy due to tolerable sampling error, then squared. The tolerable error limit is 1%.

$$n = \frac{586}{1 + 586 (0.1)^2}$$

$$n = \frac{586}{1 + 586 (0,01)}$$

$$n = \frac{586}{1 + 5,86}$$

$$n = \frac{586}{6,86}$$

$$n = 85.42 \text{ rounded to } 85.$$

So, the sample in this study was 85 respondents. In this research, the data collection technique used was a questionnaire. Apart from that, it also uses validity tests and rehabilitation tests to measure research instruments (Sugiyono, 2017).

3. Result and Discussion

A. Data collection techniques

Data collection is an important part of research and has several techniques. This research technique was created with the aim that the author obtains complete and appropriate data for research.

1. Population

Population is defined as a generalization area consisting of objects or subjects that have certain qualities and characteristics which are applied by researchers to study and then draw conclusions. The sample is part of the total population. Researchers must be able to study samples taken from the population and then draw conclusions to generalize to the population.

The population in this study were students at one of the high schools in Kebumen Regency, namely SMA Negeri 1 Petanahan. The reason the researcher chose students from SMA Negeri 1

Petanahan was because at the age of 15-18 years they entered adolescence, which is the age that the researcher will study.

2. Sample

According to Sugiyono (2019) samples are part of the number and characteristics possessed by the population. A sample is a subgroup or part of a population. With a sample, researchers will easily draw conclusions that can be generalized to the research population. The population is students of SMA Negeri 1 Petanahan. If the population is large and large, it is not possible to study the entire population, due to limited funds, energy and time, then researchers can use samples taken from the population. Thus the sample taken must be truly representative or able to represent (Boddy, 2016).

The results state 85 samples will be used by researchers in this study. In the predetermined sample calculation, the number of women who had filled out the questionnaire was 57.6% or as many as 49 respondents, while the number of men who had filled out the questionnaire was 42.4% or 36 respondents. So from the difference in numbers shows that women prefer to shop online than men. Because the sample of this study was students of SMAN 1 Petanahan from classes X – XII, the average age was 15-18 years. The majority of religions in this study are Islam because the percentage shows 97.6% and Christians as much as 2.4%. Therefore, with the results that have been listed, that this data is said to be feasible to be used to manage research data at SMAN 1 Petanahan. The following is a table of questionnaire results in this study:

Table 2. Age Table of Respondents

Age	Percentage	Amount
15	21	24,7 %
16	37	43,6 %
17	23	27,1 %
18	4	4,6 %
Sum	85	100 %

Table 3. Respondent Gender Table

Gender	Percentage	Amount
Woman	49	57,6 %
Man	36	42,4 %
Sum	85	100 %

Table 3. Respondent Class Table

Class	Percentage	Amount
X	20	23,5 %
XI	31	36,5 %
XII	34	40 %
Jumlah	85	100 %

Source: 2023 Research Results (Data processed)

B. Location/Research Object

The location taken for this research is SMA Negeri 1 Petanahan, precisely on Jl. Tresnorejo Village, Petanahan, Clebok, Tresnorejo, Petanahan District, Kebumen Regency, Central Java Province.

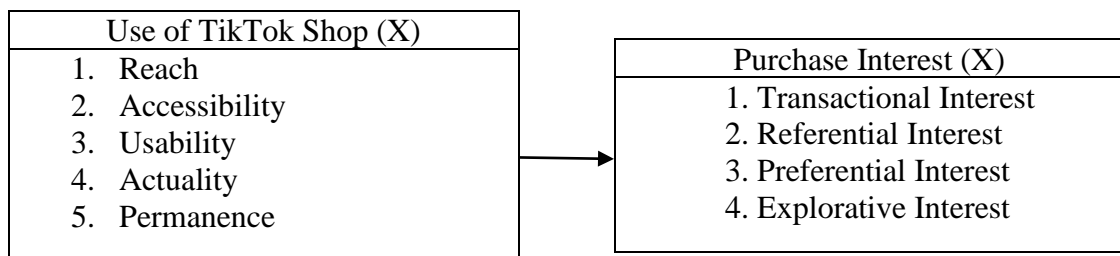
C. Data Analysis Techniques

The subjects of this study are students who use the TikTok application at SMA Negeri 1 Petanahan. To analyze quantitative data, you can use special data analysis software called SPSS (Statistical Product and Service Solutions). After the data from the questionnaire has been collected, the next step is to enter the data into the SPSS application to perform calculations to get the desired results. If the data from SPSS already exists, then the next step is to analyze the data. The data analysis used in this study was using quantitative analysis with Simple Linear Regression which had one independent variable (x) and one dependent variable (y). This Simple Linear Regression Analysis aims to test the presence or absence of influence between variable x and variable y.

D. Conceptual Definition

A conceptual definition is a research element that explains the characteristics of a problem to be researched and is an abstraction expressed in words that can help understanding. This research uses the independent variable (X) TikTok Shop Use and the dependent variable (Y) Purchase Interest. So the conceptual definition of each of these research variables can be put forward as follows:

Table 4. Conceptual Definition



Hadi Purnama (2011:116) on the Scribd website entitled "Understanding Social Media According to Experts" by Ratuinfo.com, explains that social media has several special characteristics including:

- Reach : the reach of social media from small scale to global audiences.
- Accessibility : social media is easier for the public to access at an affordable cost.
- Usage : social media is relatively easy to use because it does not require special skills and training.
- Actuality : social media can provoke audience responses more quickly.
- Permanent : social media can replace comments instantly or easily carry out the editing process (Luttrell & Capizzo, 2020).

With these characteristics of social media, many people are interested in using social media because it is able to provide new innovations in people's lives. With the emergence of various new innovations on social media in the era of globalization, old life has become more modern, such as shopping easily via online shopping sites, access to land and air transportation, you can also order tickets via smartphone without having to queue for hours at the counter and what is even more interesting, the public can disseminate information as well as spread humanitarian messages to raise funds with a very wide and transparent reach. Social media has a lot of functions that are very useful for all its users. Social media provides a lot of information and makes it easier for users to interact with each other. Social media users can form communities or small groups with people who have similar interests, similarities, and backgrounds to achieve common goals (Keyton, 2017).

a. Interest in buying

Buying interest is a motivation that inadvertently continues to be recorded in a person. Where a person or consumer will require himself to meet his needs and actualize what is in his mind. Although the purchase will not necessarily be made in the future, the level of buying interest will generally be done to maximize predictions of purchases (Dini et al., 2023). Buying interest often arises in buyers who turn out to be unwittingly the opposite between their desires and financial conditions. Although sometimes in purchasing goods it turns out that the item is only occasionally used just because it is

easily influenced by other consumers who give tempting reviews. Buying interest often arises in buyers who turn out to be unwittingly the opposite between their desires and financial conditions. Although sometimes in purchasing goods it turns out that the item is only occasionally used just because it is easily influenced by other consumers who give tempting reviews. So it can be concluded that buying interest is a fundamental desire from consumers, because if they have a desire, consumers will seek information from various sources and there are also consumers who have an interest in a product but not necessarily the consumer will make a product purchase (Septiawan et al., 2020).

According to B & Rangkyu (2020), buying interest can be grouped into several types and levels, namely:

1. Transactional Interest is where someone experiences a tendency to buy a product. Consumers will make purchases because they have an interest in a particular product that they want. I always buy products that I use
2. Referential Interest is that there is a tendency within a person to refer products to other people so that consumers who have an interest in buying a product can suggest to their close relatives to buy the same product.
3. Preferential Interest is an interest that describes someone who has a primary preference for a product, but this preference can also be changed if something undesirable happens to their preferred product.
4. Exploratory Interest is an interest that describes the behavior of someone who is always looking for information about the desired product and looking for information to support the positive characteristics of the product (Sama, 2019).

b. TikTok Shop

TikTok Shop is a new feature of online shopping in the TikTok application. Starting in mid-2021, to be precise in September. TikTok has officially launched a feature that is ready to rival other apps with its "Shop". TikTok can now also be called social commerce, where the goal is to make it easier for users to shop and also become a promotional forum for content creators by means of LIVE chat, or through videos that we make to reach FYP (For Your Page). TikTok is also one of the social commerce media that is expected to succeed in bringing in a lot of money for content creators and online shops. As we see other e-commerce provides a place to shop where you have to include an online store link or direct buyers to enter the business website to shop, but unlike TikTok Shop, TikTok Shop has privileges and provides convenience for its users, because buyers can immediately shop and transact in the application just by clicking the yellow cart available. TikTok Shop provides many product categories such as health products, food, electronics, home appliances, automotive, fashion, beauty, and so on. That way Tiktok Shop users don't have to worry about the products they will buy, because all items are in the Tiktok shop at very affordable prices (Faklaris et al., 2020).

E. Operational Definition

An operational definition consists of a set of instructions regarding how to measure variables that have been defined conceptually. Variables must be defined operationally so that it is easier to find the relationship between one variable and other variables (Kasianiuk, 2018). Without operational variables, researchers will experience difficulties in determining relationships between variables that are still conceptual (Mery & Pedreschi, 2005). According to Koentjaraningrat, an operational definition is a definition that is based on observable characteristics of what is being defined or "changing concepts in the form of constructs with words that describe behavior or symptoms that can be observed and whose truth can be tested by other people" (Saputra et al., 2020). In other words, the operational definition of research variables in research is the operational form of the variables used (Nabilaturrahmah & Siregar, 2022).

The variables in this research consist of variable X as the independent variable or independent variable and variable Y as the dependent variable or dependent variable. Independent (free) variables are variables that explain or influence other variables, while dependent (dependent) variables are variables that are explained or influenced by independent variables.

The following are the variables in this research: The Independent (free) variable in this research is TikTok Shop Usage (X), The dependent (dependent) variable in this research is Purchase Interest (Y)

G. Validity Test

Research instruments can be said to be valid if they are able to measure what they want to measure and are able to reveal data from the variables studied accurately. In this research, validity testing used the SPSS (Statistical Production and Service Solution) application version 16.0 with a significance level of 0.1%, which was 0.278.

The following are the conditions for making decisions:

- a. If $r_{\text{count}} > r_{\text{table}}$, then the question is declared valid
- b. If $r_{\text{count}} < r_{\text{table}}$, then the question is declared invalid

The validity test results of all variables in this research are as follows:

1. TikTok Shop Variable Validity Test Results (X)

Table 5. TikTok Shop Variable Validity Test Results

Pernyataan	r_{hitung}	r_{tabel}	Validitas
1	0,672	0,278	Valid
2	0,759	0,278	Valid
3	0,726	0,278	Valid
4	0,836	0,278	Valid
5	0,674	0,278	Valid
6	0,819	0,278	Valid

Source: 2023 Research Results (Data processed)

Based on the results of validation data processing, Therefore, it can be concluded that the 6 statement items in the TikTok Shop variable are declared valid and can be used for further data testing.

2. Validity Test Results of the Purchase Interest Variable (Y)

Table 6. Validity Test Results of the Purchase Interest Variable

Pernyataan	r_{hitung}	r_{tabel}	Validitas
1	0,873	0,278	Valid
2	0,780	0,278	Valid
3	0,865	0,278	Valid
4	0,792	0,278	Valid

Source: 2023 Research Results (Data processed)

Meanwhile, in the purchase interest variable there are 4 statement items, where after data processing the r_{count} is greater than r_{table} , indicating that the purchase interest variable in this study is declared valid and can be used for further data testing.

H. Reliability Test

Reliability is defined as trustworthiness, dependability and consistency because the results of a measurement can be trusted and are always consistent. In several times carrying out measurements on the same subject the results are also relatively the same, meaning that consistency in measurement is said to be good, constructs and variables are said to be reliable. A reliability test is said to be reliable if Cronbach's Alpha is more than 0.60. Following are the results of the reliability test:

Table 7. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.904	10

Source: 2023 Research Results (Data processed)

Based on the results of the reliability test, the variable using TikTok Shop in students' buying interest used in this research stated that it was reliable, because the results of the Cronbach's Alpha coefficient value were 0.904 and it was possible to continue testing the data further.

I. Normality Test

The normality test can be performed with the Lilliefors test if the data for each treatment is not too small from the minimum number of statistics allowed, which is 30 samples. The Lilliefors test is a modified Kolmogorov-smirnov test that is specifically used for normality tests, if the mean and variation are unknown, but is an estimate of data (samples). So, the normality test is carried out with the aim of knowing whether the observation data of each treatment is carried out normally (Rosadi et al., 2020). To test the normality data, the Kolmogorov Smirnov test (K-S) will be performed by creating a null hypothesis (H₀) for normal distribution data and an alternative hypothesis (H_a) for abnormal distribution data. That way the hypothesis can be put forward as follows:

H₀ = Nomal-distributed residual data (sig > 0.05)

H_a = Residual data is not normally distributed (sig < 0.05)

Based on the results of the normality test, the significance value (sig) is 0.016, indicating that the data distribution is normal. Following are the results of the normality test:

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		85
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.10759843
Most Extreme Differences	Absolute	.169
	Positive	.161
	Negative	-.169
Kolmogorov-Smirnov Z		1.556
Asymp. Sig. (2-tailed)		.016
a. Test distribution is Normal.		

Source: 2023 Research Results (Data processed)

J. Linearity Test

Linearity test is a test used to determine whether or not there is a linear relationship between the dependent variable and the independent variable being tested. If the significance value < 0.05 , then the value is said to be linear and affected by the dependent (X). Based on the results of the linearity test, it can be concluded that between the two there is a significant linear relationship between the TikTok Shop variable and the buying interest of students at SMAN 1 Petanahan. It can be proven that the significance value (sig) is 0.000, then with these results the relationship of the independent variable with the dependent variable shows linear results so that regression analysis can be continued for further data tests (Rosadi et al., 2020). Here are the results of the linearity test:

Table 9. ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	144.127	1	144.127	116.086	.000 ^a
Residual	103.049	83	1.242		
Total	247.176	84			

a. Predictors: (Constant), TikTok Shop

b. Dependent Variable: Minat Beli

K. Simple Linear Regression Test

Simple linear regression analysis is an analysis with an approach in which there is one dependent variable and one independent variable. In this simple linear regression analysis, there is a linear relationship, meaning that if there is a change in the dependent variable (X), it will be followed by a consistent change in the independent variable (Y) (Fatchurrahmi & Urbayatun, 2022).

The next data test is the Simple Linear Regression test. The Simple Linear Regression test states that $Y = 1.977 + 0.539x$, which means the constant (a) is 1.977. This value shows that Tiktok Shop (X) has a value of zero and if there is no increase, then buying interest (Y) will remain at 1.977. Meanwhile, coefficient (b) is 0.539 which indicates a unidirectional influence, meaning that if Tiktok Shop is improved it will increase buying interest by 0.539. The following is a table of simple linear regression test results:

Table 10. Simple Linear Regression Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.977	.987		2.003	.048
	TikTok Shop	.539	.050	.764	10.774	.000
a. Dependent Variable: Minat Beli						

Source: 2023 Research Results (Data processed)

Based on the results of the hypothesis test calculations, it can be seen that the significant value is $0.000 < 0.05$ and the t -count value is $10.774 > 1.291$. So according to the existing criteria, it states that if $t_{count} > t_{table}$ then H_0 is rejected and H_1 is accepted, meaning that there is a positive and significant influence between TikTok Shop on students' buying interest at SMAN 1 Petanahan.

4. Conclusion

Consumer buying interest in buying goods arises because of the needs, desires or motivations of others. The factors that can influence buying interest are social, cultural, economic, and family. That way it can be concluded that Indonesian society, especially teenage students of SMAN 1 Petanahan has a consumptive culture and is easily influenced by viral goods or things spread through TikTok Shop social media. The results of the study entitled The Influence of TikTok Shop on Student Buying Interest at SMAN 1 Petanahan showed positive and significant results between TikTok Shop and student buying interest at SMAN 1 Petanahan. This can be proven by the significance value of $0.000 < 0.05$ and the calculated value of $10.774 > 1.291$. so according to the existing criteria, $t_{\text{calculated}} > t_{\text{table}}$, then H_0 is rejected and H_1 is accepted.

5. Acknowledgement

The author would like to express his gratitude to Allah SWT and our great lord, Prophet Muhammad SAW, who has bestowed His grace and guidance on the author so that the author can reach and survive up to this point and be able to complete this report. This report aims to meet the requirements for completing the undergraduate program at the Communication Science Study Program at Ahmad Dahlan University. To Mr. Gibbran Pratisara, S.Sn., M.Sn as supervisor who has provided very valuable contributions and suggestions during the completion of this research report. I also cannot fail to express my thanks to my beloved mother Sri Yanti and my beloved father Dwi Atmoko who always give love and always give full support to their little daughter. Lastly, I would also like to thank the students of SMAN 1 Petanahan who have sincerely helped and are willing to fill out the questionnaire and become samples in this research.

6. References

- B, M., & Rangkuty, D. M. (2020). The Effect of Packaging on Students ' Buying Interest. *Journal of Business and Management*, vol 22(4).
- Boddy, C. R. (2016). Sample size for qualitative research. *Qualitative Market Research*, 19(4). <https://doi.org/10.1108/QMR-06-2016-0053>
- Cameron, D., & Panović, I. (2017). Computer-Mediated Discourse Analysis. In *Working with Written Discourse*. <https://doi.org/10.4135/9781473921917.n9>
- Dini, S. L., Nofranita, W., & Sari, L. F. (2023). Brand Ambassador Dan Brand Image Pada Minat Beli Konsumen (Studi Kasus Pengguna Smartphone Samsung Di Kota Padang). *Ensiklopedia of Journal*, 5(3).
- Faklaris, C., Cafaro, F., Blevins, A., O'Haver, M. A., & Singhal, N. (2020). A snapshot of bystander attitudes about mobile live-streaming video in public settings. *Informatics*, 7(2), 1–15. <https://doi.org/10.3390/informatics7020010>
- Fatchurrahmi, R., & Urbayatun, S. (2022). Peran Kecerdasan Emosi terhadap Quarter Life Crisis pada Mahasiswa Tingkat Akhir. *Jurnal Psikologi Teori Dan Terapan*, 13(2), 102–113. <https://doi.org/10.26740/jptt.v13n2.p102-113>
- Hambali, S., Akbaruddin, A., Bustomi, D., Rifai, A., Iskandar, T., Ridlo, A. F., Meirizal, Y., Rusmana, R., & Tyas, R. A. (2021). The effectiveness learning of physical education on pandemic covid-19. *International Journal of Human Movement and Sports Sciences*, 9(2). <https://doi.org/10.13189/saj.2021.090208>
- Husodo, B. T., Amelia, F. D. T., & Handayani, N. (2021). Pemanfaatan Media Sosial Sebagai Strategi Coping Stress Pada Remaja Di Kota Semarang. *Media Kesehatan Masyarakat Indonesia*, 20(5).
- Kasianiuk, K. (2018). A system-cybernetic approach to the study of political power. Introductory remarks. *Kybernetes*, 47(6). <https://doi.org/10.1108/K-04-2017-0145>
- Kathpalia, S. S. (2021). Persuasive Genres: Old and New Media. In *Persuasive Genres: Old and New Media*. <https://doi.org/10.4324/9780429243721>

- Keyton, J. (2017). Communication in Organizations. In *Annual Review of Organizational Psychology and Organizational Behavior*. <https://doi.org/10.1146/annurev-orgpsych-032516-113341>
- Kholili, P. E., & Wijiharto Tunggal, A. P. P. (2023). Motives for using reels TikTok social media among Children. *COMMICAST*, 4(1), 118–125. <https://doi.org/10.12928/commicast.v4i1.6291>
- Lichy, J., Kachour, M., & Khvatova, T. (2017). Big Data is watching YOU: opportunities and challenges from the perspective of young adult consumers in Russia. *Journal of Marketing ...*. <https://doi.org/10.1080/0267257X.2017.1313301>
- Lin, C., Venkataraman, S., & Jap, S. D. (2013). Media multiplexing behavior: Implications for targeting and media planning. *Marketing Science*. <https://doi.org/10.1287/mksc.1120.0759>
- Liu, X., Zhang, T., Hu, N., Zhang, P., & Zhang, Y. (2020). The method of Internet of Things access and network communication based on MQTT. *Computer Communications*, 153. <https://doi.org/10.1016/j.comcom.2020.01.044>
- Luttrell, R. M., & Capizzo, L. W. (2020). The PR Agency Handbook. In *The PR Agency Handbook*. <https://doi.org/10.4135/9781506329031>
- Mery, D., & Pedreschi, F. (2005). Segmentation of colour food images using a robust algorithm. *Journal of Food Engineering*, 66(3). <https://doi.org/10.1016/j.jfoodeng.2004.04.001>
- Nabilaturrahmah, A., & Siregar, S. (2022). Pengaruh Viral Marketing, Brand Image, dan e-WOM terhadap Minat Beli Produk Somethinc pada Followers Instagram @somethincofficial. *Jurnal Ilmiah Wahana Pendidikan*, 8(7).
- Peters, B., & Nielsen, R. K. (2013). New media. In *The Handbook of Communication History*. <https://doi.org/10.4324/9780203149119>
- Ponomarenko, I. (2019). TIKTOK MARKETING. *Market Infrastructure*, 36. <https://doi.org/10.32843/infrastruct36-37>
- Pribadi, A., & Nasution, N. (2021). Digital transformation to the sustainability of public relations profession in the era of disruption. *Commicast*, 2(1), 52. <https://doi.org/10.12928/commicast.v2i1.3149>
- Rimadias, S., Alvionita, N., & Amelia, A. P. (2021). Using TikTok in Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on Tourism Sector in Indonesia. *The Winners*, 22(2). <https://doi.org/10.21512/tw.v22i2.7597>
- Rosadi, B., Darmawan, C., & Anggraeni, L. (2020). The Influence of Political Message on Social Media for Increasing the Political Literacy of Millennial Generation. *Jurnal Civicus*, 20(1).
- Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1). <https://doi.org/10.1177/0973258618822624>
- Saputra, M., Siddiq, A., & Huda, I. (2020). Social Media and Digital Citizenship: The Urgency of Digital Literacy in the Middle of a Disrupted Society Era. *International Journal of ...*. <https://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=18630383&AN=142655332&h=tZ8CNKDFYB5VOP70UvjQAIKyjauRWb4m6F2sFexDsFwWz84Yf16AqW8obTFv6q4nC4CAdlWdUyIQEh0gS3Xnw%3D%3D&crl=c>
- Septiawan, D. B., Harini, C., & ... (2020). The effect of Instagram and celebrity endorser advertising on purchase decisions with buying interest as variable intervening “(Study at Radio Store Semarang).” *Journal of Management*. <http://jurnal.unpand.ac.id/index.php/MS/article/view/1699>
- Sugiyono. (2017). metode kuantitatif, kualitatif. In *alfabeta*.
- Sugiyono 2013. (2019). *metode penelitian kuantitatif, kualitatif dan tindakan*.
- Sugiyono, & Lestari, P. (2021). Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, dan Cara Mudah Menulis Artikel pada Jurnal Internasional). In *Bandung: Alfabeta*.

- Syirodj, M., & Gustomo, A. (2014). Analysis of Corporate Leadership Culture Internalization in Groupe Danone Indonesia Head. *Journal of Business and Management*, 3(7).
- Utami, N. T. (2022). The role of social media instagram community to tourism promotion in Baubau city. *COMMICAST*, 3(1), 67–74.
- Wibowo, A. A. (2022). Publication trends related to Uses and Gratification Theory on social media. *International Journal of Communication and Society; Vol 4, No 2 (2022): December*. <https://doi.org/10.31763/ijcs.v4i2.789>