



Qualitative Analysis of the Tiktok @batampromotion Application as a Promotional Media

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ABSTRACT

Keywords:
TikTok
@batampromotion
Marketing Communication

Promotion can be done using any media, especially with the help of increasingly sophisticated technology. One of them is by using the TikTok application. TikTok was released in 2016 and can be accessed with Android and iOS smartphones and can be used by all ages. TikTok users, which have reached 109.9 million, have created @batampromotion to use TikTok as a promotional medium starting in 2020 by making short videos containing promotions from culinary, tourist attraction, etc. This TikTok media is used as promotional media because it can minimize time with optimal results and also the process of distributing short videos quickly. There are 4 indicators in achieving TikTok media as a promotional media. Therefore, marketing activities are needed to help the promotion run. Marketing communication aims to introduce, establish or create interactions with consumers. By using qualitative descriptive content analysis and several documentation taken from @batampromotion, we succeeded in using TikTok as a promotional medium which was marked by the achievement of 4 promotional indicators. @batampromotion in promoting products is quite efficient because one video already contains information and makes it easier for users to digest the content of the message.

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1. Introduction

Marketing itself has the meaning of an activity, a collection of institutions, and processes for creating, communicating, delivering, and making exchange offers that have value for consumers, partners, clients, and the wider community (American Marketing Association: 2017) in (Dan et al., n.d.). Marketing has a function as a means of disseminating information, persuading, reminding, adding value, and other efforts by the company. All the functions that have been mentioned will later become the basis for developing strategies to compete with other competitors. This competitive strategy is realized through various approaches to consumers. With technological developments, marketing activities can be carried out using any media. If in the past you only used newspapers, radio, television, and magazines as promotional media, now marketing activities can be carried out through existing online platforms so that the reach is wider. According to Chaffey & Chadwick in (Juandi, 2021), the use of the internet, technology, and other digital media to support modern marketing has revealed a series of labels and slogans created by professionals. The labels or slogans in question are internet marketing, digital marketing, and web marketing. One of the social media commonly used is the TikTok application.

TikTok is a platform in the form of an entertainment application packaged with short videos originating from China and founded by Zhang Yiming. This application was released on September 16, 2016 and can be uploaded and accessed via smartphones on Android and iOS (Miftachul Taubah & Muhammad Nur Hadi, 2020, 0. 57) in (Tisa, 2023). In 2017, TikTok arrived in Indonesia but had

to face rejection because the existing content was not educational. In 2018, TikTok included musical.ly on its platform and Indonesia became the first country to have a TikTok office located in Jakarta. In 2019, TikTok was the highest downloaded app in the United States and the second most popular app in the world. In 2020, there were bans on the use of TikTok in several countries. In 2021, TikTok launched a new feature, namely TikTokshop, a buying and selling feature. In 2022, the gaming world will begin to enter TikTok with the spirit of "TikTok Made Me Play It" and it is hoped that the gaming industry will take advantage of this platform. In 2023, TikTokshop will become even busier and many people will successfully use this feature, but the government prohibits this activity and at the end of the year TikTok collaborates with Tokopedia. In 2024, TikTok wants to have a bigger impact on content creators by creating a forum about the World Ecoomy. As of January 2024, Indonesia is in second place with the number of TikTok users reaching approximately 109.9 million.

The theory used in this research is the Uses and Gratification theory which was originally founded by three scientists, namely Elihu Katz, Michael Gurevitch, and Jay G. Blumler, who stated that the initial phenomenon of the birth of this theory was because these three scientists saw that the audience had desires (seen psychologically and socially) to decide what they want from media attacks. According to Katz et al. (1973) in (Karunia H et al., 2021), there are three assumptions that can be utilized in the uses and gratification theory, namely the first point is that the audience will be faced with many choices or options in the media. With the emergence of various choices as a form of fulfilling the audience's desires, this is seen from a psychological and social perspective, in the second point, starting from the needs of audiences in various forms so that the media is linked to the uses and gratifications theory which tries to determine the needs of each audience. In the third point, there is competition between media to meet audience needs.

In media studies, it can be seen that research on uses and gratifications does not suggest a harmonious theory of media use. In addition, uses and gratification theory is seen as a collection of understandings that fulfill the relationship between media use and media satisfaction. It can also be seen that Katz, Blumer & Gurevitch explain the basic assumptions in the uses and gratification theory, including (1) People are active in goal-oriented media use, meaning they have clear goals in using social media. (2) Initiative in uniting the satisfaction of needs in certain media that exist in society, meaning that society has freedom in the communication process which can be seen by society as active users. (3) Mass media must compete with other sources to satisfy their needs, meaning that needs are met through media consumption which is very dependent on people's behavior because the influence of the media is quite extensive. (4) People who have self-awareness due to media use, interests and motives who can then present an accurate image of these uses. (5) For this research, uses and gratification theory is used because it involves the elements of "motives" for needs and "alternatives that work" to meet needs. (Ni'matul Rohmah, 2020). Users who create a lot of content on TikTok end up using it as a promotional medium. These users usually make promotional videos that are considered contemporary, which can usually become something that is booming or viral marketing. Viral marketing is a word of mouth strategy that is more effective because it uses social media (Siringoringo, 2021). In other words, these activities are carried out like conveying a message but with minimizing costs, optimal effects, free time so that nothing can beat viral marketing.

Marketing communication is communication that aims to strengthen marketing strategies to reach a wider market. In marketing communications there are activities carried out. Marketing communication activities are activities carried out through several communication techniques which have the function of providing information to the public in order to achieve the goals and objectives of increasing income from services or purchasing products offered (Kurniawan, n.d.). In other words, marketing communication activities are activities that aim to introduce, establish or create interactions between companies and consumers (Kusniadji, 2016). Batam is one of the cities in the Riau Islands Province which is located between the waters of the Malacca Strait and the Singapore Strait. Initially, Batam was formulated as an industrial city and shop transshipment sector. Then, in 2008 the tourism sector began to be looked at and taken over by the Batam City Tourism and Culture Office. This effort is carried out to increase the number of tourists which will later have an impact on increasing expenditure during visits and have an impact on revenue and development of related economic sectors (Arisandi et al., 2019). As time went by, Batam began to expand into culinary delights, from typical culinary delights to viral culinary delights. This has led several content creators to create promotional videos to attract people to visit places in Batam City.

Batam Promotion (@batampromotion) joined TikTok on February 19, 2020 and already has 70.7 thousand followers. With a large number of followers, @batampromotion has become an intermediary for business actors by carrying out promotions which are expected to help business actors. There are no specifications regarding the type of video uploaded. On the @batampromotion account, upload videos that promote culinary, tourism, etc. With the increasing number of followers, @batampromotion has made changes in creating content so that it looks attractive and users are quicker to grasp what is being conveyed. Content can be said to be successful if it has benchmarks, such as understanding from the recipient of the message, pleasure related to feelings towards other people's interactions, influencing the attitude of the communicant, improving relationships which require a positive psychological atmosphere, and actions that encourage other people to take the desired actions (Tubbs dan Moss, 2001) in (Suryana, n.d.)

@batampromotion can increase visits, increase attention and attention through the content uploaded by @batampromotion which is very updated and this is what causes TikTok users to be interested in following the @batampromotion account. Creativity is very important in developing advertisements, it can be seen in the characters and characteristics in conveying a compelling message. Several reasons why promotions use content creators are (1) making the promotion process easier with high quality, (2) being able to raise the name of the brand because of the large number of followers who are assisted by their unique and creative characteristics in making videos, (3) being able to create work that the brand owner needs so that the message conveyed is easily accepted by customers, (4) content creators make it easier for business actors to achieve targets optimally, (5) apart from well-known products, companies are also known by many people because of the content created by the content creator. (Octavia Isroisholikhah, 2022)

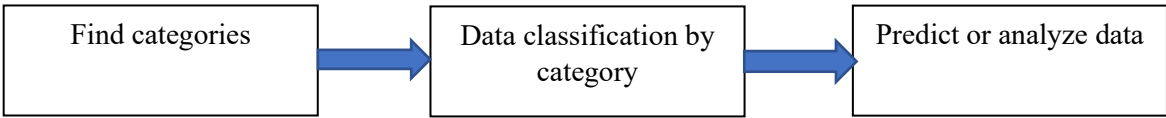
When a short video is uploaded by @batampromotion, there are three effects that can be produced, namely the knowledge effect where users become aware of the information conveyed, the feeling effect relayed to changes in beliefs, and the action effect where behavior changes after receiving the message. (Rustan dan Hakki, 2017). Apart from the three effects, it can also be seen from the number of viewers, the number of likes, and the number of videos shared by users. To get maximum results, usually use hashtags that are in line with the uploaded video to help the uploaded video rise more quickly. The hashtag that must be present in every video is #batampromotion and accompanied by supporting hashtags depending on the content uploaded.

2. Method

This research uses a qualitative method with a qualitative approach. According Moleong (2005:6) in (Nasution, 2023) qualitative research is research with the aim of understanding what phenomena are experienced by research subjects, for example perceptions, behavior, motivation, actions, etc. As a whole and by means of descriptions packaged in the form of words and language in a specific natural context and using various natural methods. The method used in this research is qualitative descriptive content analysis. This type of research aims to detail phenomena in depth about an object by collecting data (Nugroho, 2019). The way the descriptive method works is by analyzing the data that has been collected, namely in the form of words rather than numbers, such as photos, videos, field notes, documents and interviews (Sartika, 2014).

According Bungin, 2004: 144-147 in (Ahmad, n.d.) Qualitative content analysis can not only identify manifest messages, but also latent messages from a document to be studied. Able to know what content is contained in the media based on context (the situation in the document or text being researched), process (how about the media production process or message content that is actually packaged and built together), and emergence (slowly forming or stages of the meaning of message with understanding and interpretation) of the document under study. Researchers use content analysis techniques and start the analysis with certain categories, namely first classifying the data using certain criteria and making predictions using certain analysis techniques as well. According to Holsti, the content analysis method is a technique used to draw conclusions by identifying various special characteristics of a message systematically, objectively, and generally (Asfar, 2019). The flow of analysis using content analysis techniques is in the picture below:

Table 1. Research data techniques



It can also be seen that TikTok has several features that can support its success as a promotional medium. The features on TikTok include likes, comments, saved videos, and shared videos. Indirectly, TikTok users help promotional activities carried out by @batampromotion and related business actors.

In this research, researchers used the TikTok @batampromotion media as research material through observations from short videos that were uploaded and then screenshotted startig in June-September 2024. Observation is an intercation and communication that occurs between the subjects being researched. Then in data collection, use documentation. Documentation is a data collection tool that aims to obtain additional information to support data analysis and interpretation (Kriyantono, 2006) in (Wahdiyati & Putra, 2022). Apart from that, researchers also use books, journals and other related research as additional material to support this research. Data collection was carried out by taking screenshots from short videos @batampromotion as documentation material and analyzing them according to indicators.

3. Result and Discussion

3.1. Result

According Swastha dalam (Renaningtyas et al., 2022), the indicators of promotion are: Providing information, namely adding value to an item by providing information, either about prices, goods, or other information that is useful to consumers. If there is no such information, other people will not know much about an item. Persuading or influencing, namely informing and persuading, especially to buyers who feel capable of saying that a product has superiority or is better than other products. Creating an image, namely by giving consumers an impression of the product to be promoted, so that marketers create the best promotion. For example, promoting by using illustrations, sshapes, colors or attractive layouts. The tool for achieving goals, namely to create an exchange that has benefits, is through communication, so that their desires can be fulfilled and these goals can be achieved. The following is an explanation of the screenshot on the @batampromotion account regarding promotion indicators:


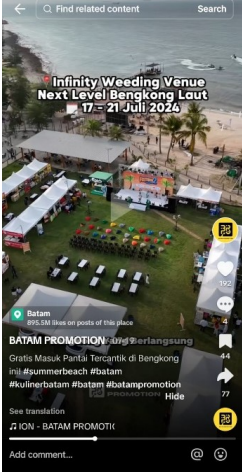
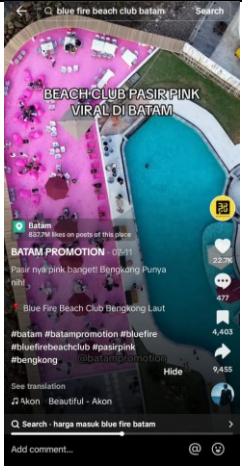

No	Image	Promotion Indicators
1.		<p>Provide information</p> <p>"This video explains the location of 'Gowessan Coffee' and is accompanied by additional information, namely the menu and prices. this makes potential consumers feel helped because they don't have to come in person to find out what coffee is being sold and the price"</p>

Figure 1. Kopi Gowessan
Source: @batampromotion

2.	 <p>Figure 2. Summer Beach Festival Source: @batampromotion</p>	<p>Persuade or influence</p> <p>"This video explains that there is a bazaar located on the beach. Not only a culinary bazaar, there are also performances from DJs, live music, games, and jet skiing with a 50% discount during the bazaar. This can be a differentiator from other bazaars because there are many kinds of activities available."</p>
3.	 <p>Figure 3. Blue Fire Source: @batampromotion</p>	<p>Creating Images</p> <p>"In this video, creating an image is depicted by the unique layout of Blue Fire, namely there are seats with pink sand and close to the swimming pool. This is a characteristics of Blue Fire with a beach club theme with pink sand."</p>
4.	 <p>Figure 4. Zane Collection Source: @batampromotion</p>	<p>Tools to achieve goals</p> <p>"In uploaded videos, the Instagram account of the product being promoted always appears. This is done to enable potential consumers to communicate directly to get mutually beneficial feedback."</p>

3.2. Discussion

The TikTok account @batampromotion not only promotes culinary delights, but also promotes other things such as tourist attractions, clothing stores, etc. This video, uploaded by @batampromotion in June-September 2024, has succeeded in making TikTok a promotional medium. This is proven by the large number of viewers on each uploaded video because new places and brands are busy. These new places and brands need promotion so that they are known more quickly by TikTok users. Apart from that, it is also supported by the achievement of promotional indicators.

In accordance with the promotion indicators mentioned, researchers classified @batampromotion content based on promotion indicators. There are four promotional indicators, namely providing information, persuading or influencing, creating an image, and tools to achieve goals. With TikTok as a promotional medium, the target market they have determined can be right on target. This is because TikTok users are in all age groups. Indirectly, the message conveyed via short video from @batampromotion is received by TikTok users, so that delivery process is direct and can also be shared with other users.

In the indicator providing information, there is one documentation from the brand "Gowessan Coffee". The concept of Gowessan Coffee is that they sell by bicycle and are located at 4 points in Batam city. The video was uploaded on September 20, 2024 with the caption "Kopi keliling pertama di Batam Cuma 8 ribu!! Cek dan follow ig mereka @KopiGowessan" which was added with the hashtag #batam #batampromotion #kopikeliling #kopi #culinary, the number of likes was 833, the number of viewers was 51.2 thousand, the number of comments was 16, the video was saved 123, and the number of shared was 323. The contents of the video are introducing Gowessan Coffee, as well as providing additional information in the form of menu items for sale, prices, and location. The information conveyed is clear enough to make it easy for potential consumers to find out.

In terms of indicators of persuading or influencing, there is documentation from a culinary bazaar festival. The "Summer Beach" culinary bazaar festival will be held on 17-21 July 2024, located at Infinite Weeding Venue Next Level, Bengkong Laut. The video was uploaded on July 19, 2024 with the caption "Gratis masuk pantai tercantik di Bengkong ini!" which was added with the hashtag #summerbeach #batam #kulinerbatam #batam #batampromotion, the number of viewers was 14.3 thousand, the number of likes was 192, the number of comments was 4, the video was saved 44, and the number of shared was 77. The content of the video is to promote a bazaar that is not only culinary, but there are other shows with views that go straight to the beach. The message contained in the video is summarized in detail.

In terms of image creation indicators, the documentation taken is the tourist attraction "Beach Club Blue Fire" which is located in Bengkong Laut. The concept of this tourist attraction is different from beach clubs in general. This tourist attraction has a more friendly and family style concept so that Blue Fire can be enjoyed by all ages. Apart from that, this tourist spot is quite unique because the sand is pink and is directly next to the pools. This promotional video was uploaded on July 11, 2024 with caption "Pasirnya pink banget! Bengkong punya nih!" which was added with the hashtag #batam #batampromotion #bluefire #bluefirebeachclub #pasirpink #bengkong, the number of viewers was 711.5 thousand, the number of likes was 23.3 thousand, the number of comments was 484, the number of videos saved was 4403, and the number of videos shared was 9455. The videos shown are views from all angles view with just added background sound.

In terms of indicators of tools to achieve goals, the documentation taken is a place selling clothes with collections from Bangkok and Vietnam with prices starting from 75 thousand rupiah. This promotional video was uploaded on June 23, 2024 with caption "Baju cewe2 kue Bangkok & Vietnam mulai dari 75 ribuan aja nih!" which was added with the hashtag #batam #batampromotion #bangkok #vietnam #jastip, the number of viewers was 22.5 thousand, the number of likes was 801, the number of comments was 12, the number of videos saved was 325, the number of videos shared was 278. The content explained about the various outfits available, sale, online ordering, and delivery, and ending with the inclusion of an Instagram account as additional information for potential consumers.

Based on research conducted on the TikTok account @batampromotion, the uploaded video is in accordance with 4 promotion indicators. It can be said that the promotion carried out by

@batampromotion was successful in utilizing TikTok as an online promotional medium because the message content of each video included 4 promotional indicator.

4. Conclusion

Based on the research that has been carried out, the TikTok account @batampromotion has succeeded in using the platform as a promotional medium for various products and services, including culinary delights, tourist attractions and clothing stores. Content uploaded from June to September 2024 shows a significant number of viewers, indicating the effectiveness of promotions in reaching a wide audience. This research classifies content based on four promotional indicators: (1) providing information, (2) persuading or influencing, (3) creating an image, (4) a tool to achieve goals. Every uploaded video meets these indicators, which allows direct messaging and sharing of information to TikTok users. Thus, the promotion carried out by @batampromotion can be considered successful and effective in attracting consumer attention.

5. Acknowledgement

The researcher would like to say thank to Allah SWT for providing health until now and parents who have provided material and immaterial support so that this research can be completed. Thank you to @batampromotion for allowing researchers to research the promotions carried out. Thank you to the supervisors who have provided criticism and suggestions for this research. Thank you to Seturan 18, comrades in arms in overseas lands. Thank you to friends who can't be mentioned one by one, because they have also provided support to researchers so that I can complete my studies.

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