

TIKTOK SHOP AS A SOCIAL COMMERCE PLATFORM IN INDONESIA: A PRISMA-BASED SYSTEMATIC LITERATURE REVIEW

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Abstract:

Background: The rapid development of technology and the internet has significantly transformed business marketing practices. TikTok has emerged as a rapidly growing digital marketing platform in Indonesia, which currently holds the position as the country with the second-largest TikTok user population in the world. This phenomenon highlights the platform's substantial potential as a new medium for marketing activities.

Purpose: This study aims to examine the role of TikTok as an emerging digital marketing platform in Indonesia and to synthesize existing research findings on how the platform influences consumer engagement, purchasing behavior, and marketing effectiveness.

Design/methodology/approach: This research employs a Systematic Literature Review (SLR) using the PRISMA approach. Numerous relevant scientific journals were identified and analyzed as secondary data sources to answer research questions related to the use of TikTok as an emerging marketing platform.

Findings/Result: The findings indicate that TikTok functions as an interactive digital marketing platform where short-form content, algorithm-driven recommendations, and social interaction mechanisms significantly enhance consumer engagement. These features act as marketing stimuli that influence consumer responses, including purchase intention, brand awareness, and brand loyalty. The findings also support the Stimulus Organism Response (S-O-R) theoretical framework, suggesting that digital content and platform interactions shape consumer perceptions and behavioral responses in social commerce environments.

Conclusion: Overall, TikTok demonstrates significant potential as an effective digital marketing platform in Indonesia by facilitating interactive communication, enhancing consumer engagement, and supporting brand visibility. However, the effectiveness of TikTok marketing strategies depends on the strategic use of platform features, content creativity, and the digital capabilities of business actors.

Originality/value: This study contributes to the understanding of TikTok's role as a new marketing medium in Indonesia. By synthesizing findings from various scientific publications using the PRISMA-based SLR method, the research provides comprehensive insights into how TikTok can be optimized for brand communication and digital marketing strategies.

Keywords: tiktok, digital marketing, engagement, brand image, systematic literature review

How to Cite:

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INTRODUCTION

Social media has become an increasingly important platform for implementing digital marketing strategies. This perspective aligns with Kotler et al. (2020), who emphasize that consumer purchasing decisions are influenced by both rational evaluations and psychological factors, including emotions, perceptions, and social influences.

Advances in digital technology enable companies to achieve marketing objectives more efficiently and at lower costs compared to conventional approaches (Ajina, 2019). This shift is driven by the advantages of digital marketing over traditional marketing, including broader market reach, lower promotional costs, faster communication, and greater opportunities for consumer interaction (Kalmegh, 2022).

In addition, the increasing use of the internet has changed consumer behavior, as individuals now rely more on online platforms to search for product information, share experiences, and interact with brands. Consequently, organizations increasingly integrate digital and social media into their marketing strategies to strengthen communication and customer engagement (Stephen, 2020). Previous studies also suggest that social media marketing can enhance brand awareness, influence consumer behavior, collect feedback, and ultimately improve sales performance (Dwivedi et al. 2021). According to Alalwan et al. (2019), social media enables businesses to engage consumers more effectively through interactive communication and content-driven marketing activities.

The rapid expansion of digital marketing has been further accelerated by the COVID-19 pandemic. Social restrictions forced many activities, including shopping, communication, and entertainment, to shift to digital platforms. This situation significantly increased social media usage worldwide, particularly TikTok. The platform recorded 693 million downloads in 2019 and 850 million in 2020 (Apps, 2023). By 2022, TikTok had reached 672 million downloads globally and became the most downloaded mobile application (Statista, 2023). In Indonesia, TikTok users reached 109.9 million in February 2023, making it the second largest market after the United States (Annur, 2023).

Initially launched in 2016 by ByteDance, TikTok was designed as a short-video sharing platform that allows users to create and share videos ranging from a few seconds to several minutes. Over time, the platform evolved into one of the world's most influential social media applications, driven by its algorithm-based content distribution and interactive features (Bhandari & Bimo, 2022). As a digital media platform, TikTok offers several characteristics that support marketing activities, including connectivity, algorithm-based data systems, accessibility, personalization, and the potential for viral content (World Economic Forum, 2019). Sari et al. (2022) found that perceived usefulness and perceived ease of use significantly influence Generation Z's intention to use TikTok, highlighting the importance of platform accessibility and user experience. Mulyani et al. (2022) highlight that TikTok is an effective communication medium for Generation Z, enabling information dissemination through engaging and interactive content formats. These characteristics allow brands to reach wider audiences, identify potential market segments, and deliver marketing messages in a more engaging and interactive manner.

In addition to functioning as a social media platform, TikTok introduced an integrated e-commerce feature known as TikTok Shop in April 2020. This feature enables businesses to promote and sell products directly within the platform by combining content creation, social interaction, and online purchasing. The integration of social media and e-commerce creates new opportunities for digital marketing practices. Previous studies indicate that TikTok content can positively influence brand awareness and purchasing decisions through creative and interactive engagement (Fortuna, 2022; Hayati & Sudradjat, 2022). This finding is consistent with Yasin (2021), who found that exposure to marketing content on TikTok significantly influences consumers' purchasing decisions. The study suggests that TikTok's interactive and engaging content format can effectively shape consumer perceptions and encourage product purchases. Farady et al. (2019) also highlight that social media marketing exposure can positively influence brand equity by enhancing consumer awareness and engagement with brands.

However, most previous studies focus primarily on content attractiveness, brand awareness, or purchase intention, rather than examining the broader social commerce ecosystem created by TikTok Shop. In many cases, TikTok is treated solely as a social media

platform without considering its transformation into a hybrid platform that integrates social interaction with e-commerce transactions. As a result, the role of TikTok Shop as an integrated digital marketing platform remains insufficiently explored in existing literature.

Moreover, the integration of short-video content, creator-driven promotion, algorithm-based recommendations, and embedded purchasing features creates a digital marketing environment that differs from traditional e-commerce platforms. These characteristics may influence consumer engagement and purchasing behavior in unique ways. Nevertheless, empirical evidence explaining how this integrated social commerce mechanism affects consumer responses remains limited, particularly in emerging digital markets.

Therefore, this study aims to examine the role of TikTok Shop as a digital marketing platform and its influence on consumer responses within the context of social commerce. Given the increasing number of studies on TikTok and social commerce from various perspectives, the existing literature remains fragmented and lacks comprehensive synthesis. Accordingly, a systematic literature review is necessary to identify, evaluate, and integrate existing research findings.

This study adopts the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to systematically collect, screen, and analyze relevant literature on TikTok Shop and digital marketing. The use of PRISMA enables a transparent and rigorous review process, allowing researchers to map research trends, identify gaps, and propose directions for future studies in the field of social commerce.

This research is expected to provide both theoretical and practical contributions. Theoretically, it contributes to the development of digital marketing and social commerce literature by synthesizing previous studies on TikTok Shop and identifying key themes, trends, and research gaps. Practically, the findings may provide insights for businesses, digital marketers, and small and medium enterprises (SMEs) in utilizing TikTok Shop as an effective digital marketing channel and understanding consumer engagement mechanisms within social commerce platforms.

To guide the systematic literature review process, this study formulates the following research questions:

RQ1: How has TikTok been utilized as a

digital marketing platform in previous studies?
RQ2: What factors influence consumer engagement and purchasing behavior within the TikTok Shop ecosystem?
RQ3: What research gaps and future research directions can be identified in the study of TikTok Shop as a social commerce platform?

In this context, online shopping has become a major trend, particularly among younger generations who increasingly rely on digital platforms for purchasing activities. The COVID-19 pandemic further accelerated business digitalization, prompting organizations to shift from traditional business models toward digitally enabled operations and online commerce (Sirait et al. 2022). TikTok Shop offers new opportunities for MSMEs to develop their businesses in the digital era. Perwithosuci et al. (2023) further demonstrate that TikTok has become an accessible digital marketing platform for entrepreneurs and small businesses seeking to expand their promotional activities and market reach.

TikTok has become a significant social media phenomenon and has gained immense popularity, changing the way people interact and consume content. Through its TikTok Shop feature, the platform has facilitated online trading by integrating social interaction with e-commerce transactions, creating new opportunities for MSMEs to expand market reach and participate in the digital economy (Kharianti & Nawawi, 2022; Sirait et al. 2022).

Within this framework, an important research issue concerns whether TikTok Shop can increase MSME product sales and how the integration of TikTok and TikTok Shop influences the development and performance of MSMEs in Indonesia (Priyono & Sari, 2023). In Indonesia, the majority of TikTok users are aged between 18 and 34 years, with the highest number occurring in the 18–24 age group, which reaches 40% of the total users. As many as 76% of the population aged 18–34 years actively access TikTok, while the 25–34 group contributes 37%. In terms of gender comparison, male and female users have a ratio of 68:32, with female users being the dominant majority.

TikTok is also used by artists as a channel for presenting their work and developing a wide reach due to the Covid-19 pandemic, which canceled exhibitions and made non-digital outreach impossible. Based on the study conducted by Gerlieb (2021) on #feministartist video uploads, hashtag strategies, challenges, and

performances allow artists to build communities and a buyer base. TikTok provides insight into artistic works comparable to studio visits, creating interactivity and virtual closeness between artists and audiences (Gerlieb, 2021).

The content displayed on TikTok continues to evolve, with many users creating product-related videos, reviews, and recommendations that attract viewers and stimulate purchasing behavior. The widespread exposure to trending products on TikTok often encourages impulsive buying decisions, particularly when consumers are influenced by electronic word of mouth and hedonic shopping motivations (Ariffin & Februadi, 2022; Fahri et al. 2022). TikTok content increases curiosity and often leads to immediate purchases. The phenomenon commonly referred to as “TikTok Poison” illustrates how viral product reviews, recommendations, and user-generated content can stimulate purchase intention and impulsive buying behavior among consumers. Such spontaneous purchasing decisions are frequently influenced by emotional and situational factors and may result in post-purchase dissatisfaction or regret. Consistent with this view, Kacen and Lee (as cited in Shakaib Farid & Ali, 2020) suggest that impulsive buying reflects a hedonistic consumption tendency in which purchasing decisions are primarily driven by desire rather than rational consideration. explain that impulsive purchasing reflects hedonistic traits, where decisions are driven by desire rather than rational thought. Fahri et al. (2022) further demonstrate that hedonic shopping motivation influences impulsive buying through positive emotional responses. This finding supports the S-O-R perspective, where marketing stimuli generate emotional reactions that ultimately shape consumers’ purchasing behavior.

Similarly, Ariffin and Februadi (2022) found that electronic word of mouth (e-WOM) and hedonic shopping motivation significantly influence impulsive buying behavior among TikTok users, highlighting the role of social influence and emotional factors in digital purchasing decisions.

The phenomenon above indicates significant changes in consumer behavior triggered by digital media, particularly TikTok and TikTok Shop. TikTok’s features including short videos, reviews, hashtags, interactivity, and an integrated online shopping system create new consumer experiences that strongly influence

purchasing decisions, impulsive buying behavior, and MSME performance. This study approaches these problems by examining how TikTok and TikTok Shop function as digital marketing tools and how their use affects MSME sales and consumer purchasing tendencies in Indonesia.

This study aims to analyze the use of TikTok Shop in increasing MSME product sales in Indonesia, as well as to examine how various features of TikTok and TikTok Shop influence consumer behavior, including tendencies toward impulsive buying. Furthermore, this research seeks to understand how digital media transformations shape marketing strategies and support business development among MSMEs. Overall, the study intends to provide a comprehensive scientific overview of TikTok’s role as a rapidly developing digital marketing medium that is highly relevant in today’s digital marketplace.

METHODS

This study employs a Systematic Literature Review (SLR) approach using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework. The PRISMA method consists of four main stages: identification, screening, eligibility, and inclusion, which are designed to ensure transparency and systematic reporting in literature review studies (Page et al. 2021). The use of PRISMA allows researchers to clearly document the review process, including why the review was conducted, how the literature was selected, and how the final studies were analyzed.

The data used in this study consist of secondary data derived from scientific journal articles related to TikTok Shop, digital marketing, and MSME development. The literature search was conducted in December 2024 using the Google Scholar database, which was selected due to its extensive coverage of multidisciplinary academic publications and its accessibility for identifying relevant research in emerging digital marketing topics. To identify relevant studies, the search strategy employed combinations of keywords such as “TikTok Shop,” “digital marketing,” “social commerce,” “MSME,” and “consumer behavior.” Boolean operators (AND, OR) were used to refine the search results and ensure that the retrieved studies were closely related to the research topic. The initial search using the keyword

combination related to TikTok Shop business models and digital marketing implications produced 7,640 records.

The inclusion criteria were defined to ensure the relevance and quality of the selected studies. Articles were included if they met the following conditions: Published in peer-reviewed journal articles, Written in English, Published within the last five years, and Discussed TikTok, TikTok Shop, digital marketing, social commerce, or MSME development. Meanwhile, documents such as books, book chapters, conference papers, theses, and dissertations were excluded from the review to maintain consistency in academic quality and research scope.

The systematic review process in this study follows the PRISMA flow diagram, which illustrates the stages of article identification, screening, eligibility assessment, and final inclusion. The overall research process is illustrated in Figure 1 (PRISMA Flow Diagram), while the distribution of publication years of the selected articles is presented in Figure 2 (Publication Year Distribution).

1. The first stage, identification, involved searching the Google Scholar database using the predefined keywords. This stage generated 7,640 documents related to TikTok Shop and digital marketing.
2. The second stage, screening, involved applying the predefined inclusion and exclusion criteria. Articles published outside the specified time range, written in languages other than English, or categorized as non-journal publications such as books, theses, and conference papers were excluded. After this screening process, 153 journal articles remained. However, 26 articles were inaccessible, leaving 127 articles for further evaluation.
3. The third stage, eligibility, involved a more detailed review of the remaining articles. At this stage, the articles were manually assessed based on their relevance to the research topic. Studies that did not focus on TikTok as a digital marketing platform, did not discuss TikTok Shop, or were not relevant to the Indonesian context were excluded. As a result, six journal articles met all eligibility criteria and were selected for inclusion in the final analysis.
4. The final stage, data analysis, focused on examining the selected articles in relation to the research questions formulated in this study. The analysis employed a thematic approach, where each article was systematically reviewed and categorized

according to key research themes such as digital marketing strategies, consumer purchasing behavior, social commerce mechanisms, and MSME performance related to TikTok Shop.

Consistent with Robinson and Lowe (2019; 2020), systematic literature reviews often result in a relatively small number of eligible studies after applying strict inclusion criteria. This situation is particularly common when reviewing emerging digital phenomena, such as TikTok Shop, where academic studies are still limited but rapidly developing.

The final analysis was conducted on the six journal articles that passed all PRISMA filters. The Systematic Review analysis was guided by the research questions developed in the study. Each article was examined to extract relevant findings on TikTok Shop, digital marketing implications, and their relevance to the Indonesian context. According to Robinson & Lowe (2019), it is common for Systematic Reviews to analyze fewer than ten papers after the eligibility process, which aligns with the outcome of this study (Robinson & Lowe, 2020). Thus, the analytical process ensured depth, relevance, and methodological consistency.

This study does not formulate statistical hypotheses, as it adopts a Systematic Review approach rather than an empirical hypothesis-testing design. Instead, the theoretical basis is grounded in existing scholarly discussions and prior research identified through the PRISMA method. The underlying assumption guiding this review is that TikTok and TikTok Shop have significant implications for digital marketing practices, MSME performance, and consumer behavior particularly impulsive buying tendencies based on the trends observed across the analyzed studies. The theoretical foundation integrates digital marketing theories, consumer behavior concepts, and platform-based commerce models derived from the reviewed literature.

RESULTS

TikTok Shop represents a hybrid platform that integrates social media interaction with e-commerce functionality, creating a more immersive digital shopping experience. The algorithmic recommendation system on TikTok enables personalized product discovery by presenting content that aligns with users' interests and behavioral

patterns (Alifah et al. 2022). This feature differentiates TikTok Shop from conventional e-commerce platforms because product exposure is not only driven by search behavior but also by algorithm-driven content distribution. In addition, the short-video format used by TikTok enables sellers to present products in a more

interactive and emotionally engaging manner compared with static product descriptions (Bohalima & Hanum, 2022). As a result, the platform creates a dynamic shopping environment that combines entertainment, information, and purchasing activities.

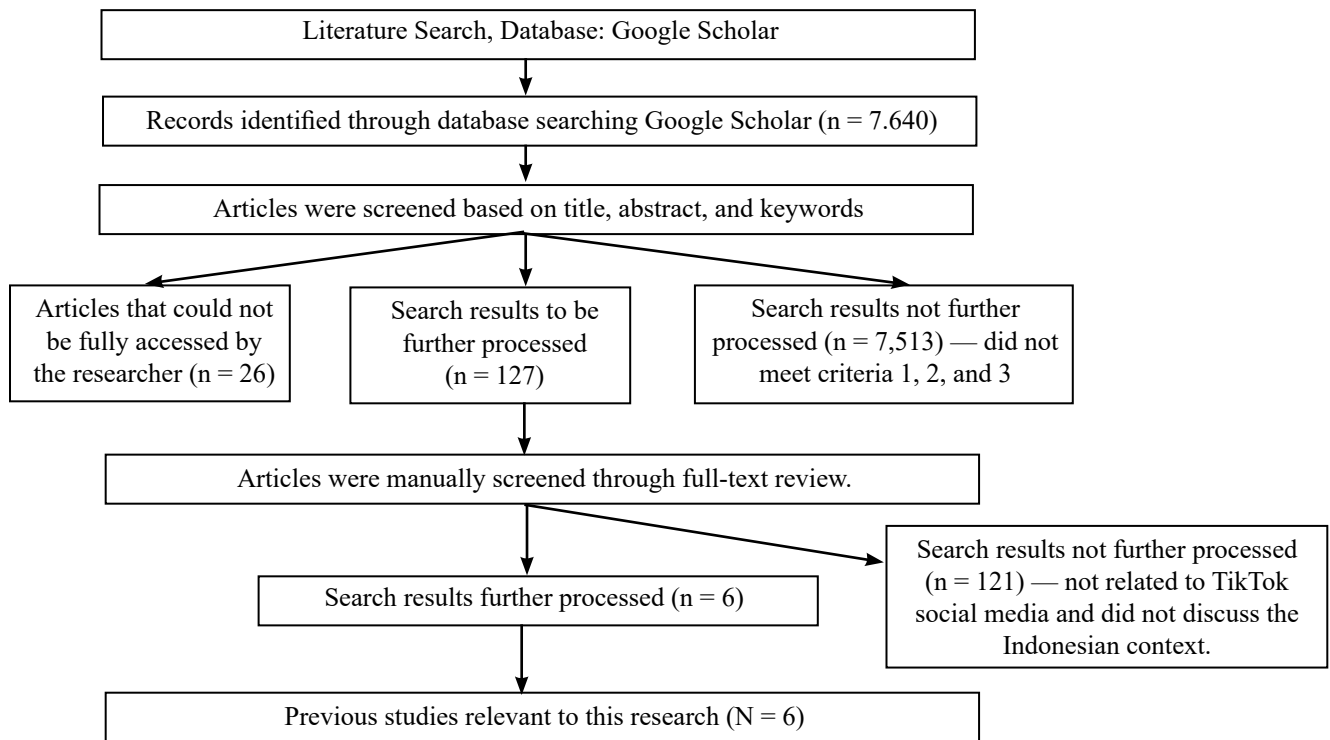


Figure 1. PRISMA 2020 flow diagram of the systematic literature review on tiktok as a digital marketing platform

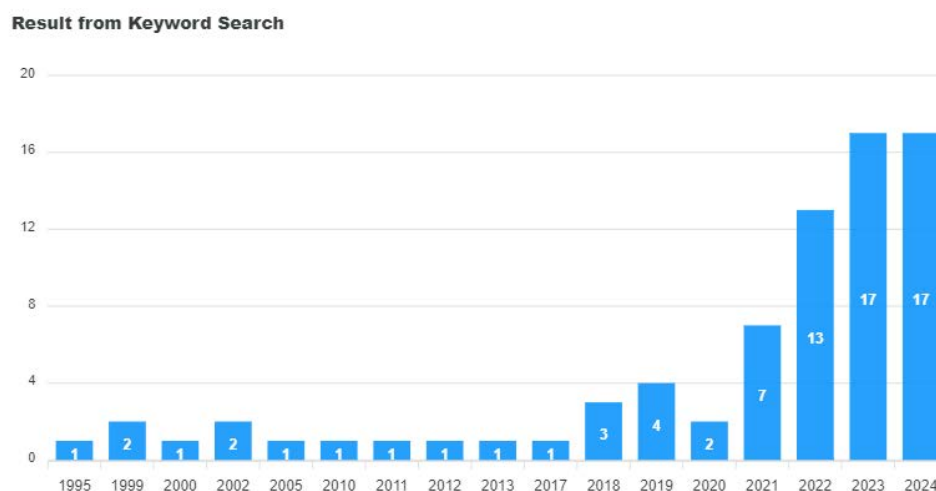


Figure 2. Annual distribution of selected journal publications related to tiktok and digital marketing (2019–2024)

From a theoretical perspective, these findings can be interpreted through the Stimulus-Organism-Response (S-O-R) framework. In the context of TikTok Shop, marketing stimuli are represented by digital content features such as short videos, product reviews, live streaming, hashtags, and algorithm-based recommendations. These stimuli influence the internal state of consumers (organism), including emotional engagement, curiosity, and perceived product value. Ultimately, these internal responses lead to behavioral outcomes (response), such as increased purchase intention, impulsive buying behavior, and higher engagement with brands. Previous studies have shown that marketing stimuli on social media platforms can significantly influence consumer responses through psychological and emotional processes (Wu & Li, 2019; Yu et al. 2021). Thus, TikTok Shop can be understood as a digital environment where interactive stimuli shape consumer responses through algorithm-driven engagement mechanisms.

The synthesis of the reviewed studies also reveals that TikTok plays a significant role in supporting digital marketing strategies and consumer engagement. Several studies demonstrate that TikTok content marketing can effectively increase social media engagement and customer value when the content is informative, emotionally engaging, and easily understood by audiences (Dewi, 2021). Rafi and Daud (2021) further demonstrate that review-based content can significantly influence purchase intention by providing information and reducing consumer uncertainty. This suggests that product reviews shared through social media platforms play an important role in shaping consumer decision-making.

Similarly, research by Wahid et al. (2023) indicates that different types of content characteristics influence engagement levels differently. Informational content such as product reviews tends to generate higher engagement for high-involvement products, while entertainment-based content such as dancing videos can also attract audience attention and stimulate interaction. These findings are consistent with Akbari et al. (2022), who argue that TikTok's short-video format enables organizations to communicate marketing messages in a creative, engaging, and easily consumable manner. Their content analysis further suggests that TikTok facilitates stronger audience interaction and enhances content visibility, making it an effective platform for digital marketing communication.

Furthermore, interactive features such as live streaming play a significant role in influencing consumer purchasing behavior. Research by Sanjaya et al. (2023) shows that promotional strategies, including price discounts, limited-time offers, and interpersonal interaction during live streaming sessions, significantly increase consumers' online purchase intention. The presence of real-time interaction between consumers and streamers reduces perceived risk and increases consumer trust in the product being promoted. This finding supports the S-O-R framework, where interpersonal interaction acts as a stimulus that influences consumer perceptions and ultimately encourages purchasing behavior.

In addition to influencing consumer behavior, TikTok Shop also contributes to the development of the digital economy and MSME sector in Indonesia. These findings are consistent with Sirait et al. (2022), who emphasize that the digitalization of MSMEs plays a crucial role in strengthening the post-pandemic economic ecosystem. Digital platforms provide opportunities for businesses to expand market reach, improve competitiveness, and participate more actively in the digital economy. Kharianti and Nawawi (2022) further emphasize that TikTok Shop serves as an effective platform for MSMEs to expand market reach and increase sales through integrated social commerce activities.

Several studies highlight that the platform provides wider market access for small and medium enterprises by enabling them to promote products through creative digital content and reach broader audiences (Fitri, 2022; Ratu & Tulung, 2022). Genoveva (2022) further highlights TikTok's potential to enhance SMEs' brand awareness, particularly among Generation Z consumers, through engaging and interactive digital content. Through this mechanism, TikTok Shop creates alternative distribution channels that are relatively low-cost and accessible for MSMEs. Moreover, the growth of social commerce platforms such as TikTok Shop has the potential to stimulate employment opportunities and encourage digital economic participation (Hasim & Sherlina, 2022).

However, despite these positive impacts, several challenges and limitations are also identified across the reviewed studies. First, TikTok Shop faces intense competition from established e-commerce platforms such as Shopee, Tokopedia, and Lazada (Ma & Hu, 2021). Unlike traditional marketplaces, TikTok Shop relies heavily on content-based marketing strategies

and user engagement to attract consumers. Second, the success of TikTok Shop depends on the digital capabilities of MSME actors, particularly their ability to create engaging content and utilize platform features effectively (Xu et al. 2020). Without adequate digital skills, small businesses may face difficulties in competing within the highly dynamic social commerce environment.

In addition, concerns regarding product authenticity and consumer trust have also been highlighted in the literature. Similar to other e-commerce platforms, issues related to counterfeit products and misleading promotions may reduce consumer confidence if not properly regulated (Zhao & Li, 2022). Therefore, stronger governance mechanisms and security policies are necessary to ensure transparency and maintain consumer trust in the platform.

Overall, the synthesis of the reviewed studies indicates that TikTok Shop functions not only as a social media platform but also as an emerging social commerce ecosystem that integrates entertainment, interaction, and digital transactions. The platform's algorithm-driven content distribution, interactive features, and short-video format create unique marketing stimuli that influence consumer engagement and purchasing behavior. While the majority of studies highlight the positive impact of TikTok on digital marketing performance and MSME development, several studies also emphasize the importance of digital literacy, platform governance, and competitive strategies in ensuring the sustainability of this business model.

Managerial Implications

The results of this study provide important implications for MSME managers in optimizing TikTok and TikTok Shop as digital marketing platforms. Managers need to design creative, engaging, and trend-aligned content to attract consumer attention in a highly visual and entertainment-driven environment. Utilizing TikTok features such as short videos, live streaming, and comment interactions can strengthen customer engagement and build trust, ultimately increasing purchase intention. TikTok Shop's integrated purchasing system should be maximized to create a seamless shopping experience that encourages impulsive buying. MSMEs are advised to take advantage of features like real-time product demonstrations, discount promotions, and limited-time offers to boost

conversions. Furthermore, managers should adopt a data-driven approach by analyzing audience insights, engagement metrics, and content performance. This enables more accurate targeting and strategy refinement based on consumer behavior patterns. Collaborating with relevant influencers or content creators can also expand reach and enhance brand credibility, provided that the selected creators match the MSME's market segment. Finally, managers must stay adaptive to rapid digital platform developments. Continuous innovation, willingness to experiment, and improvement of digital capabilities will help MSMEs remain competitive in the evolving digital marketplace.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study highlights the growing role of TikTok and TikTok Shop as emerging platforms within the digital marketing and social commerce ecosystem in Indonesia. The synthesis of the reviewed studies indicates that TikTok's interactive features, short-video format, and algorithm-driven content distribution function as powerful stimuli that encourage consumer engagement and influence purchasing behavior. These findings are consistent with the Stimulus–Organism–Response (S-O-R) framework, where digital content, influencer interaction, and promotional features act as stimuli that shape consumers' internal responses and ultimately lead to behavioral outcomes such as purchase intention, brand engagement, and brand loyalty.

Across the reviewed studies, there is general agreement that TikTok can effectively support digital marketing strategies by enhancing brand visibility, strengthening brand–consumer relationships, and increasing market access for MSMEs. However, some studies also highlight potential challenges, including the need for strong digital capabilities among business actors, competition with established e-commerce platforms, and concerns regarding product authenticity and consumer trust. These findings suggest that while TikTok Shop offers significant opportunities, its effectiveness depends on the strategic use of platform features and the digital readiness of businesses.

From a theoretical perspective, this study contributes to the development of digital marketing and social commerce literature by synthesizing existing research

on TikTok and identifying key mechanisms through which social media platforms influence consumer behavior. The findings extend the application of the S-O-R framework in the context of social commerce by illustrating how algorithm-driven content, interactive features, and short-form videos function as marketing stimuli in digital environments.

From a practical perspective, the results provide insights for marketers, brands, and MSMEs in designing effective content-based marketing strategies on TikTok. Creating informative, engaging, and authentic content, as well as utilizing interactive features such as live streaming and influencer collaboration, can strengthen consumer engagement and increase marketing effectiveness.

Nevertheless, the findings of this study should be interpreted with caution due to the limited number of studies included in the review. Future research is encouraged to explore broader datasets and examine the long-term impact of TikTok Shop on consumer behavior, digital marketing strategies, and MSME performance in different contexts.

Recommendations

Based on the findings, several recommendations can be proposed. First, brands and MSMEs should prioritize developing creative and authentic content that aligns with the interests and daily realities of their target audiences. Second, marketers are encouraged to maximize TikTok's interactive features such as live streaming, duets, and short-form videos—to increase engagement and foster emotional connection. Third, periodic audience analysis and performance evaluation are essential to ensure that marketing strategies remain relevant and effective. Fourth, collaboration with influencers who share similar audience characteristics can expand visibility and strengthen credibility. Finally, future research is recommended to include broader data sources or additional social media platforms to gain a more comprehensive understanding of digital marketing trends in Indonesia.

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