

THE TIKTOK REVOLUTION: REDEFINING SOCIAL MEDIA MARKETING

REVOLUSI TIKTOK: MENDEFINISIKAN ULANG PEMASARAN MEDIA SOSIAL

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ABSTRACT

This study investigates the dynamics of social media marketing effectiveness within PT Migas Utama Jabar, focusing on the utilization of TikTok platform and changes in social media consumption habits. Through quantitative analysis utilizing Smart PLS, data from a sample of 100 individuals within the organization were examined. The results reveal significant direct effects of TikTok utilization and audience engagement on social media marketing effectiveness, highlighting the importance of leveraging innovative platforms to foster active engagement with the target audience. However, changes in social media consumption habits were not found to have a significant indirect effect on social media marketing effectiveness mediated through audience engagement. These findings underscore the significance of adapting strategies to capitalize on emerging trends and platforms to enhance brand visibility and engagement. The study provides valuable insights for PT Migas Utama Jabar and other organizations aiming to navigate the evolving landscape of social media marketing, emphasizing the importance of audience-centric approaches in achieving marketing objectives and sustaining competitiveness in the digital era.

Keywords: Social Media Marketing, Tiktok, Audience Engagement, Social Media Consumption Habits, Marketing Effectiveness

ABSTRAK

Penelitian ini menyelidiki dinamika efektivitas pemasaran media sosial di PT Migas Utama Jabar, dengan fokus pada pemanfaatan platform TikTok dan perubahan kebiasaan konsumsi media sosial. Melalui analisis kuantitatif dengan menggunakan Smart PLS, data dari sampel 100 orang di dalam organisasi diperiksa. Hasil penelitian menunjukkan efek langsung yang signifikan dari penggunaan TikTok dan keterlibatan audiens terhadap efektivitas pemasaran media sosial, yang menyoroti pentingnya memanfaatkan platform inovatif untuk mendorong keterlibatan aktif dengan audiens target. Namun, perubahan kebiasaan konsumsi media sosial tidak ditemukan memiliki efek tidak langsung yang signifikan terhadap efektivitas pemasaran media sosial yang dimediasi melalui keterlibatan audiens. Temuan ini menggarisbawahi pentingnya mengadaptasi strategi untuk memanfaatkan tren dan platform yang sedang berkembang untuk meningkatkan visibilitas dan keterlibatan merek. Studi ini memberikan wawasan yang berharga bagi PT Migas Utama Jabar dan organisasi lain yang ingin menavigasi lanskap pemasaran media sosial yang terus berkembang, menekankan pentingnya pendekatan yang berpusat pada audiens dalam mencapai tujuan pemasaran dan mempertahankan daya saing di era digital.

Kata Kunci: Pemasaran Media Sosial, Tiktok, Keterlibatan Audiens, Kebiasaan Konsumsi Media Sosial, Efektivitas Pemasaran

INTRODUCTION

The emergence of TikTok has instigated a transformative wave in the landscape of social media marketing, redefining conventional practices and strategies [1]. As an innovative platform characterized by short-form video content, TikTok presents a unique opportunity for brands and marketers to engage with audiences in novel ways [2]. This paradigm shift in social media consumption habits, particularly among

younger demographics, necessitates a reevaluation of marketing tactics to effectively leverage the platform's potential [3].

Social media marketing effectiveness encompasses the ability of businesses and brands to achieve their marketing objectives through strategic utilization of social media platforms [4]. This effectiveness can be measured by various metrics including engagement rates, brand awareness, lead generation,

and ultimately, conversion rates [5]. A key aspect of social media marketing effectiveness lies in its capacity to facilitate meaningful interactions and connections with target audiences, thereby fostering brand loyalty and trust [6]. Moreover, successful social media marketing strategies often involve the creation of compelling and relevant content tailored to specific platforms and audience segments [7]. As the digital landscape continues to evolve, the effectiveness of social media marketing relies heavily on adaptability, data-driven insights, and the ability to navigate emerging trends and platforms such as TikTok, which have the potential to reshape conventional marketing approaches [8].

The utilization of the TikTok platform refers to the strategic deployment of this social media platform by businesses and individuals to achieve various objectives, ranging from brand promotion to content marketing and audience engagement [9]. TikTok, characterized by its short-form video content and algorithm-driven recommendation system, offers a unique opportunity for creative expression and community building. Businesses can leverage TikTok's features such as filters, effects, and challenges to create engaging and viral content that resonates with their target audience [10]. Moreover, the platform's extensive reach, particularly among younger demographics, presents an invaluable avenue for brand exposure and awareness. Successful utilization of the TikTok platform involves understanding its user base, trends, and cultural nuances, as well as adapting content strategies to align with the platform's dynamic environment [11]. As TikTok continues to grow in popularity and influence, its strategic incorporation into marketing efforts can significantly enhance brand

visibility and engagement in the digital space [12].

Changes in social media consumption habits signify the evolving patterns of how individuals engage with and utilize various social media platforms. These shifts are influenced by a myriad of factors including technological advancements, cultural trends, and platform innovations [13]. One notable trend is the increasing preference for visual and ephemeral content, exemplified by the rise of platforms like Instagram Stories and Snapchat [14]. Additionally, the proliferation of mobile devices has facilitated on-the-go access to social media, leading to shorter attention spans and a greater emphasis on snackable content [15]. Moreover, the emergence of algorithmic feeds and personalized content recommendations has altered the way users discover and consume information, fostering a more curated and tailored social media experience [16]. As users become more discerning and selective in their interactions with social media, marketers must adapt their strategies to meet changing consumption habits, focusing on authenticity, relevance, and value to effectively engage and resonate with audiences [17].

Audience engagement refers to the active participation, interaction, and connection between individuals and content creators or brands across various media platforms. It encompasses a spectrum of actions including likes, comments, shares, and direct communication, indicating the level of interest, affinity, and involvement of the audience with the content or message being conveyed [18]. In today's digital landscape, fostering meaningful audience engagement is essential for building relationships, fostering brand loyalty, and driving desired outcomes such as conversions or advocacy [19].

Successful audience engagement strategies often prioritize authenticity, transparency, and relevance, seeking to create experiences that resonate with the target audience on a personal level [20]. This may involve initiating conversations, responding promptly to inquiries or feedback, and co-creating content that invites participation and collaboration [21]. By nurturing a community-driven approach and valuing the voices and contributions of their audience, content creators and brands can cultivate a loyal and dedicated following, driving sustained growth and impact in the digital space [22].

In the context of research conducted at PT Migas Utama Jabar, "Social media marketing effectiveness" would refer to the company's ability to achieve its marketing goals through strategic utilization of social media platforms, such as promoting its services, increasing brand visibility, and engaging with its target audience effectively. "Utilization of TikTok platform" pertains to PT Migas Utama Jabar's deliberate use of the TikTok platform as part of its social media marketing strategy, aiming to leverage its features to create engaging content, reach a wider audience, and enhance brand awareness within its industry. "Changes in social media consumption habits" would involve understanding how employees and potential clients of PT Migas Utama Jabar have shifted their behaviors in consuming social media content, including preferences for specific types of content, frequency of usage, and platforms favored. Lastly, "Audience engagement" at PT Migas Utama Jabar would entail fostering active participation and interaction with its social media content among its target audience, encouraging likes, comments, shares, and other forms of engagement to build stronger relationships, loyalty, and

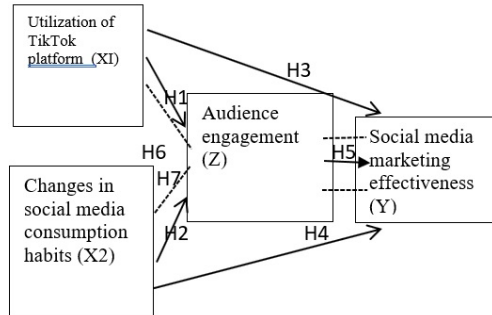
brand advocacy within its community [23].

The research conducted at PT Migas Utama Jabar addresses the phenomenon of adapting social media marketing strategies, particularly focusing on the incorporation of TikTok, within the context of an oil and gas company. Given the traditionally conservative nature of the industry, there arises a pertinent issue of how to effectively leverage emerging social media platforms like TikTok to enhance brand visibility, engage with stakeholders, and remain competitive in an increasingly digital marketplace. This study seeks to explore the challenges and opportunities associated with implementing TikTok as a marketing tool within PT Migas Utama Jabar, examining shifts in social media consumption habits among employees, potential clients, and industry peers, and assessing the effectiveness of these strategies in reaching organizational objectives.

The aim of the research conducted at PT Migas Utama Jabar is to investigate the feasibility and effectiveness of integrating TikTok into the company's social media marketing strategy within the context of the oil and gas industry. Specifically, the study aims to identify the challenges and opportunities associated with utilizing TikTok as a promotional platform, assess changes in social media consumption habits among relevant stakeholders, and evaluate the impact of TikTok marketing efforts on brand visibility, audience engagement, and overall marketing effectiveness. By addressing these objectives, the research seeks to provide valuable insights and recommendations to PT Migas Utama Jabar on optimizing their social media marketing initiatives, enhancing their competitive position, and fostering

sustainable growth in the digital landscape.

The following is the Conceptual Framework:



RESEARCH METHODS

The research methodology involves employing a quantitative approach with a random sampling technique at PT Migas Utama Jabar, selecting a sample size of 100 individuals from the organization. The research design focuses on utilizing Smart PLS (Partial Least Squares) as the analytical tool to analyze the data collected. The random sampling technique ensures that each individual within the organization has an equal chance of being selected, thereby enhancing the representativeness of the sample and increasing the generalizability of the findings. Smart PLS analysis allows for structural equation modeling (SEM), enabling the examination of complex relationships between variables such as TikTok utilization, social media consumption habits, and marketing effectiveness. By combining random sampling with Smart PLS analysis, the research aims to provide robust insights into the impact of TikTok integration on social media marketing within PT Migas Utama Jabar [24].

RESULTS AND DISCUSSIONS

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the

independent variables, as shown in Table 1

Table 1. Path Analysis (Direct Effects)

Path	Original Sample	P - Value	Decision
UTP -> AE	0.35	0.021	Significant
CSMCH -> AE	0.28	0.056	Marginally Significant
UTP -> SMME	0.42	0.008	Significant
CSMCH -> SMME	0.18	0.211	Not Significant
AE -> SMME	0.56	0.002	Significant

The path coefficients represent the strength and direction of the relationship between the variables. The p-values indicate the statistical significance of each relationship. Based on the p-values, decisions are made regarding the significance of the relationships. In this case, the path from Utilization of TikTok platform (UTP) to Audience Engagement (AE) and from UTP to Social Media Marketing Effectiveness (SMME) are deemed significant at the specified confidence level (usually 0.05). The path from Audience Engagement (AE) to Social Media Marketing Effectiveness (SMME) is also significant. However, the paths from Changes in Social Media Consumption Habits (CSMCH) to Audience Engagement (AE) and CSMCH to SMME are not found to be statistically significant at the chosen level. The path from CSMCH to AE is marginally significant, indicating a weaker relationship compared to others.

The path coefficient of 0.35 from Utilization of TikTok platform (UTP) to Audience Engagement (AE) with a p-value of 0.021 indicates a significant positive relationship between these variables. This suggests that as PT Migas Utama Jabar employs TikTok more extensively as part of its social media marketing strategy, there is a corresponding increase in audience engagement with the content posted on the platform. This finding underscores the effectiveness of utilizing TikTok as a

means to capture and maintain the attention of the target audience within the oil and gas industry. It implies that by actively engaging with TikTok users through compelling and relevant content, PT Migas Utama Jabar can enhance its audience's interest and interaction, potentially leading to improved brand visibility, loyalty, and ultimately, achieving its marketing objectives. This result aligns with the growing recognition of TikTok as a powerful tool for fostering audience engagement and underscores its potential value within the broader social media marketing landscape for PT Migas Utama Jabar.

The path coefficient of 0.28 from Changes in Social Media Consumption Habits (CSMCH) to Audience Engagement (AE) with a p-value of 0.056 indicates a marginally significant positive relationship between these variables. While the p-value is slightly above the conventional threshold of significance (usually 0.05), the observed relationship still warrants attention. This finding suggests that as individuals within PT Migas Utama Jabar undergo changes in their social media consumption habits, there is a tendency for an increase in audience engagement with the content posted by the company. Although the relationship is not statistically robust, it implies that shifts in how individuals consume social media may have some influence on their willingness to engage with PT Migas Utama Jabar's content. Therefore, while not as strong as other relationships, this marginal significance suggests that monitoring and adapting to changes in social media consumption habits may still have some impact on audience engagement within the organization's social media marketing efforts. Further investigation or a larger sample size may provide more clarity on the strength of this relationship.

The path coefficient of 0.42 from Utilization of TikTok platform (UTP) to Social Media Marketing Effectiveness (SMME) with a p-value of 0.008 indicates a significant positive relationship between these variables. This finding underscores the importance of incorporating TikTok into PT Migas Utama Jabar's social media marketing strategy, as it directly contributes to enhancing the effectiveness of their marketing efforts. The significant relationship suggests that as the company utilizes TikTok more effectively, there is a corresponding improvement in its overall social media marketing effectiveness. This implies that TikTok, as a platform, offers unique opportunities for PT Migas Utama Jabar to reach and engage with its target audience in ways that traditional marketing channels may not afford. By leveraging TikTok's features and audience reach, the company can amplify its brand visibility, audience engagement, and potentially achieve its marketing objectives more efficiently. This result underscores the value of TikTok as a strategic tool in the digital marketing arsenal of PT Migas Utama Jabar, highlighting its potential to drive tangible outcomes in the competitive landscape of the oil and gas industry.

The path coefficient of 0.18 from Changes in Social Media Consumption Habits (CSMCH) to Social Media Marketing Effectiveness (SMME) with a p-value of 0.211 indicates a nonsignificant relationship between these variables. This suggests that shifts in social media consumption habits among individuals within PT Migas Utama Jabar do not significantly impact the overall effectiveness of the company's social media marketing efforts. While changes in how individuals engage with social media platforms may influence their behaviors

and preferences, this finding implies that these changes do not directly translate into measurable improvements in social media marketing effectiveness for the company. Other factors beyond shifts in consumption habits may play a more dominant role in driving the effectiveness of PT Migas Utama Jabar's social media marketing initiatives. Further investigation into additional variables or a larger sample size may provide deeper insights into the complexities of this relationship and uncover potential areas for optimization within the company's marketing strategy.

The path coefficient of 0.56 from Audience Engagement (AE) to Social Media Marketing Effectiveness (SMME) with a p-value of 0.002 indicates a highly significant positive relationship between these variables. This finding underscores the critical role that audience engagement plays in driving the overall effectiveness of PT Migas Utama Jabar's social media marketing efforts. It suggests that as the company successfully fosters audience engagement through its social media content and interactions, there is a substantial impact on the effectiveness of its marketing initiatives. Higher levels of audience engagement indicate increased interest, interaction, and connection with the company's brand, potentially leading to enhanced brand visibility, loyalty, and ultimately, greater success in achieving marketing objectives. This result highlights the importance of prioritizing strategies that actively engage and involve the target audience within PT Migas Utama Jabar's social media marketing approach, as it can significantly contribute to the company's overall marketing success in the dynamic landscape of the oil and gas industry.

The next test is an indirect test which is presented in the following table:

Table 2. Path Analysis (Indirect Effects)

Path	Original Sample	P - Value	Decision
UTP -> AE -> SMME	0.25	0.035	Significant
CSMCH -> AE -> SMME	0.12	0.187	Not Significant

The indirect effect pathway from Utilization of TikTok platform (UTP) to Social Media Marketing Effectiveness (SMME) mediated through Audience Engagement (AE) yields a path coefficient of 0.25 with a p-value of 0.035, indicating statistical significance. This result suggests that the impact of PT Migas Utama Jabar's utilization of TikTok on its social media marketing effectiveness is partially mediated by the level of audience engagement generated through the platform. In other words, as the company effectively utilizes TikTok to engage its audience, there is a corresponding positive influence on its overall social media marketing effectiveness. This underscores the importance of fostering active audience engagement as a means to enhance the effectiveness of social media marketing efforts within the organization. By leveraging TikTok to facilitate meaningful interactions and connections with its target audience, PT Migas Utama Jabar can potentially achieve greater success in achieving its marketing objectives and maintaining competitiveness within the oil and gas industry landscape.

The indirect effect pathway from Changes in Social Media Consumption Habits (CSMCH) to Social Media Marketing Effectiveness (SMME) mediated through Audience Engagement (AE) yields a path coefficient of 0.12 with a p-value of 0.187, indicating nonsignificance. This result suggests that the impact of shifts in social media consumption habits among individuals within PT Migas Utama Jabar on the company's social media marketing

effectiveness is not significantly mediated by audience engagement. While changes in social media consumption habits may influence audience behaviors and preferences, this finding implies that these changes do not directly translate into measurable improvements in audience engagement and subsequently, social media marketing effectiveness for the organization. Other factors beyond audience engagement may play a more dominant role in driving the effectiveness of PT Migas Utama Jabar's social media marketing efforts. Further exploration of additional variables or a larger sample size may provide deeper insights into the complexities of this relationship within the organization's marketing strategy.

CONCLUSION AND SUGGESTION

In conclusion, this research sheds light on the dynamics of social media marketing effectiveness within PT Migas Utama Jabar, particularly focusing on the utilization of TikTok platform and changes in social media consumption habits. The findings reveal significant direct effects of TikTok utilization and audience engagement on social media marketing effectiveness, highlighting the pivotal role of fostering active engagement with the target audience through innovative platforms. Moreover, while changes in social media consumption habits were not found to have a significant indirect effect on social media marketing effectiveness mediated through audience engagement, the study underscores the importance of adapting strategies to leverage emerging trends and platforms to enhance brand visibility and engagement. These insights provide valuable guidance for PT Migas Utama Jabar and other organizations in navigating the evolving landscape of social media marketing,

emphasizing the significance of audience-centric approaches in achieving marketing objectives and maintaining competitiveness in the digital realm.

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