



## Key Success Factors of Using TikTok as a Marketing Strategy in Indonesia: a Literature Study

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# Key Success Factors of Using TikTok as a Marketing Strategy in Indonesia: A Literature Study

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**Abstract**— In the dynamic landscape of Indonesia's digital market, companies are continuously seeking innovative strategies to drive companies growth. Amidst this digital revolution, TikTok has emerged as a powerful platform for marketers, providing a unique opportunity to tap into the country's vast and diverse consumer base. It is not easy to successfully implement the marketing strategy in Tiktok because TikTok is a highly competitive platform with millions of users and content creators seeking for attention. The purpose of this article was to find out key successful factors of using TikTok as a marketing strategy in Indonesia. This was a literature study reviewing various marketing strategy related journals. Articles published in various journals after the year of 2015 are reviewed, from 47 papers found were consolidated into 30 papers which relevant case in marketing strategy and result from 28 papers to be reviewed. These selected papers were to answer the research questions about TikTok as a marketing strategy. The research's result finds 8 key success factors of using TikTok as a marketing strategy in Indonesia.

*Index Terms*—key success factors, marketing strategy, TikTok

## I. INTRODUCTION

Basically, social media is a digital platform that allows users to interact, share information and communicate online. In Indonesia, widespread internet penetration, affordable smartphones, and people's desire to connect with others have been the main drivers of social media growth.. The We Are Social report shows that the number of active social media users in Indonesia was 167 million people in January 2023. This number is equivalent to 60.4% of the population in the country[1].

TikTok has become one of the fastest-growing social media platforms in the world[2]. According to a report by We Are Social and Hootsuite, this short video app has 1.09 billion users worldwide as of April 2023. Indonesia itself is firmly in second place with the highest number of TikTok users in the world, reaching 112.97 million users. This number is only 3.52 million users away from the number of TikTok users in the US[3]. Many types of content can be uploaded through TikTok, such as content for general information, guidance, entertainment and product marketing.

Among the plethora of platforms available, TikTok has emerged as a powerful tool for companies to amplify their marketing efforts and reach a vast and engaged user base. With its viral nature and creative opportunities, TikTok has transformed the way companies approach their marketing strategies.

This research has two purposes. The first aim was to analyze some success keys for using TikTok as a marketing strategy in Indonesia. Second, this research can provide some recommendations to TikTok itself in order to provide a healthy online environment marketing in Indonesia. This research reviewed 47 papers published after the year of 2015. it was difficult to review all papers, and then a complete list was provided for each factors.

## II. METHODOLOGY

The literature research process begins with searching for articles using the following tools: keyword. Keywords defined in this research question are: "What are the key success factors for using TikTok as a marketing strategy in Indonesia?" In the search engine "scholar.google.com" the author uses the following keywords: ("Marketing" OR "Marketing Strategy") AND ("Social Media" OR "TikTok"). Each retrieved article is published using English format and focusing on the year of publication between 2015 to 2023 as the reference year. The huge number of papers made author focused on discussion about "Marketing" and/or "Marketing Strategy" in TikTok excluding another social media platform to answer the research question. Therefore, there may be other existing articles that have not been explored in this study. Second, candidate's articles that was selected according to relevant to "marketing" and/or "marketing strategy" and/or "TikTok" in the title and abstract. The third stage is a selection review that focusing on key success factors for using TikTok as a marketing strategy in Indonesia.

### III. EXTRACTION RESULTS

Searching process by using Google Scholar for searching the main keywords "(Marketing" OR "Marketing Strategy") AND ("Social Media" OR "TikTok")".

Articles published in various journals after the year of 2015 are reviewed, from 47 papers found synthesized into 30 papers which relevant case in marketing strategy and result from 28 papers to be reviewed. The topic is divided into two parts. first reviewed paper on social media marketing in general, with a second paper specifically mentioned TikTok as a research subject. These chosen papers focus on paper discussions of using TikTok as a marketing strategy in Indonesia..

Table 1  
Sources of publication and citation number

Publishers	Reference	Year	Cities*
Atlantis	[11]	2022	3
Andalas University	[13]	2021	8
Emerald	[4]	2015	230
Francis Academic	[16]	2019	21
IEEE	[14]	2020	6
Institute of Computer Science (IOCS)	[8]	2022	0
	[9]	2023	0
IPB University	[5]	2019	162
	[17]	2023	2
Langlang Buana University	[6]	2022	3
	[21]	2023	0
Pusat Publikasi Nusantara	[23]	2023	0
Science Direct	[24]	2022	0
Springer	[15]	2021	13
Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya (STIESA)	[6]	2022	3

Cited authors from Google Scholar on 24/05/2023

Table 2  
Number of papers in each journal

Journal Name	Number of paper
2022: 2nd International Conference on Business and Social Sciences	1
Andalas Management Review	1
Corporate Communications: An International Journal	1
International Journal of Accounting, Finance and Business (IJAFB)	1
Journal of Applied Management	1
Journal of Broadcast Media	1
Journal of economy, management, business, and accountancy (EMBA)	1
Journal of Consumer Science	2
Jurnal Dinamika Manajemen dan Bisnis (JDMB)	1
ALMANA Journal Management and Business	2
Journal of Social Sciences	1
The Enrichment : Journal of Management	2

Most of "marketing strategy" relevant topic's author was from Asia, especially Indonesia, and some from Europe, United States, and Oceania whereas no single author from Australia (detail shown in Table 3)

Table 3  
Number of country for each authors

Country of authors	Count of papers	Authors
Brunei	1	1
China	2	5
Ecuador	1	6
Indonesia	18	57
Malaysia	1	1
New Zealand	1	2

Singapore	1	1
Thailand	1	2
United States America	2	2
Total	28	

#### IV. RESULTS AND DISCUSSIONS

Based on a literature review, there were 8 key success factors. All key success factors are listed with a short overview below:

1) *Promotion*

A promotion is a way to increase sales of products or services. Usually through advertising, discount, and some new ways such as flash sale, eWOM, live streaming, and cashback.

2) *Communication*

Communication in marketing is used not only as a tool to make contact with consumers, but also as a tool to ensure that it can be related to various parties with an interest in a product because it has a role for companies to image a particular brand.

3) *Social Media Influencer*

Influencers play an important role in influencing and shaping TikTok users' opinions. They have a large follower base and high credibility on the platform. Collaboration with brand-relevant influencers can help increase brand visibility, reach a wider audience and build trust with users.

4) *Content*

Improving the quality of content and trying to combine it with interesting entertainment based on customer needs influences purchase intention. By creating content that is relevant, creative, and matches the interests of the target audience, brands can increase their chances of success in marketing on TikTok.

5) *Creativity*

Creativity in marketing is the application of creative concepts and ideas into your marketing strategy with the aim of selling products or services. Companies need to develop creative and authentic approaches that match their identity to effectively engage consumers.

6) *Products*

The products or services offered by the company play an important role in TikTok's marketing strategy.

Brands that have quality, innovative, and relevant products to TikTok's target audience will attract more attention from users. Good products will get positive feedback from users and increase customer satisfaction. In the context of TikTok, brands can use this platform to introduce new products, showcase interesting product features, or expand users' knowledge about their products.

7) *Trust*

Trust is a key factor in building long-term relationships with TikTok users. Brands that can build trust by providing transparent, consistent, and meaningful content will be more successful in influencing users to interact and purchase their products or services.

8) *Evaluation*

Marketing evaluation can determine the extent to which the program/project is on track, so that the company can take necessary actions or corrections.

Table 4  
Key Success Factors mapping to reference

Factors	Reference
Promotion	[9]; [12]; [18]; [19]; [22], [23]; [24]; [26]; [28]; [29]
Communication	[4]; [6]; [10], [11]; [27]
Social Media Influencer	[5]; [7]; [15]; [21]; [28]; [31]
Content	[13]; [14]; [16]; [29]
Creativity	[10]; [13]
Products	[13]; [17]
Trust	[8]; [19]; [20]; [22]
Evaluation	[31]

In TikTok's marketing strategy, combining these factors well is essential to achieve success. Effective communication, attractive content, cooperation with influencers, user trust, evaluation of results, proper promotion, creativity, and attractive products will support each other in achieving brand marketing goals on TikTok.

#### V. IMPLICATIONS

Based on Table 4 above, there are top three factors found from reference reviewed, which are Promotion in 9 literatures, Communication in 5 literatures, and Influencers

in 4 literatures. These three concern factors are relevant with marketing environment in TikTok. Companies needs to prepare a good promotion technique and use Influencers to increase engagement and buy intention. And, if you want to matching the message to the target audience, communication becomes important. Using good two-way communication can provide information about the products or services offered.

The implication for companies is to consider carefully before fully adopting TikTok as their main marketing strategy. The companies needs to complement this paper with additional research and more in-depth data analysis to gauge the potential and sustainability of this strategy in the Indonesian market. Additionally, as a social media and promotional media, Tiktok should consider how best to provide a healthy online environment in digital marketing.

#### IV. LIMITATION

This paper has limitations because access from reputable journals is limited by the number of databases and because it is too old. Publication year must be within the last 5 years.

#### VII. CONCLUSIONS

TikTok has a very large and active user base around the world. By using TikTok as a marketing strategy, companies can reach a large and diverse audience. This provides an opportunity to reach a wider potential audience. While some authors focus on Promotion and Influencers as a way to attract consumers, others focus on how to communicate with consumers.

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