

Optimizing the use of the avoskin tiktok application and content attraction to buying interest

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Abstract

The rise of TikTok as a digital marketing platform has transformed consumer engagement in the skincare industry, particularly in promoting brands like Avoskin. This study investigates the influence of TikTok usage and content attractiveness on the buying interest of followers of the avoskinbeauty account. Anchored in media ecology theory and elaboration likelihood theory, the research explores the relationship between media usage, content engagement, and consumer behaviour. Adopting a positivist paradigm with a quantitative and explanatory approach, the study employed a survey method with 100 respondents selected using the Slovin formula, alongside 30 pretest participants. The results reveal a strong correlation ($r = 0.783$) between the use of the TikTok application and content attractiveness in shaping purchase interest. Hypothesis testing further confirms a significant positive influence of both variables on the buying decisions of @avoskinbeauty followers. These findings highlight the strategic role of engaging content and platform utilisation in driving consumer behaviour in the digital era.

Keywords: usage; tiktok application; content appeal; buying interest

Introduction

TikTok has rapidly emerged as a popular social media platform, offering an innovative portal for information discovery. In Indonesia, its popularity has grown significantly, making it widely recognised among users (Latifah et al., 2024). Initially designed for sharing short music videos, TikTok has evolved into a broader social network that accommodates a variety of content (Mahardhika et al., 2021). Its rise has also transformed it into a powerful promotional tool. Brands leverage its dynamic features and algorithmic reach to boost visibility and user engagement. Notably, promotional content on TikTok not only enhances brand awareness but also stimulates impulse buying among viewers (Annisa Mawalia, 2025). TikTok is a social media that is currently popular, making it attractive in terms of marketing (Salsabila & Fitria, 2023).

Indonesia is one of the TikTok app market shares with the second highest number of active users in the world, more than 22 million active users. Most of its users are younger generations using it in daily activities and prefer short content, such as video content on the TikTok platform (Firamadhina, F. I. R., & Krisnani, 2021). Various categories of video content are available on the TikTok application; *beauty/skincare* is one of the most-watched video categories and is a product that had high sales transactions in e-commerce in 2021 because cosmetic products are an inseparable need of society by Haasiani, in (Fitriani et al., 2023). This phenomenon is used by cosmetic product actors to market through the TikTok application (Pujiyanto, 2023).

"One of the most popular social media platforms is TikTok (Denada et al., 2023 dalam (T. A. Putri et al., 2025). TikTok's live streaming feature, which enables direct communication, is particularly well-liked (Kadarisman & Ekawati, 2024). TikTok has become Indonesia's go-to app, captivating the public's interest. The platform has not only fueled creative expression but also become a marketing hub for businesses to showcase products through engaging content. TikTok's creative potential is especially valuable for product promotion (Novita et al., 2023).

The skincare and skincare industry in Indonesia has experienced significant growth,

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following trends in available raw materials. According to Statistics (2020), skincare products have dominated the Indonesian cosmetics market since 2010 and are expected to continue to grow until 2023 (Salsabila & Fitria, 2023). The skincare industry in Indonesia experienced significant growth. Product *skincare* is one of the products doing *digital marketing* by utilising the TikTok application to promote products (Fitriani et al., 2023). Based on the survey, *the Zap Beauty Index, 2023* (Salsabilatul Munawaroh & Sholehuddin, 2024) shows 96.8% of Indonesian women switch to using *local skincare*. Avoskin is one of the local brands, launched in 2014. One of the brands actively uses the TikTok application in marketing its products by applying the concept of *green and clean beauty*. Avoskin prioritises a sustainability approach. Everyone has a character and has a different skin tone. Therefore, AVO Group launching Avoskin products helps women become the best version of themselves and become more confident (Salsabilatul Munawaroh & Sholehuddin, 2024).

Creative content with varied themes and more and more diverse content choices are presented, so users are free to choose content as they wish. Every content creation has a creative strategy that is consistently shared. This is done by Avoskin to share information and knowledge of Avoskin products and to educate followers about skin health through review content, user testimonials, and influencer recommendations. Avoskin does this because there are many skincare products that are not safe to use. Research results (Syahreza & Wibisono, 2021) said that social media content plays an important role in creating followers' interest in making purchases; creating interesting content will create the desire of followers to buy.

Creative content is designed to grab the attention of followers by conveying interesting and fun messages. Creative content is becoming increasingly important in the digital era to attract followers. Consumers will usually dig for information on the Avoskin skincare products they are going to buy, various information will appear such as product reactions on the skin, ingredients contained in the product, color, product price, and brand, this information will usually be obtained by consumers through several sources such as social media in this case Tik Tok, websites, and reviews from consumers who have purchased or even used the product (Lestari & Gunawan, 2021). The advantages of the products offered by Avoskin are an important consideration for consumers when whether to make a product purchase or not (Putri, 2023).

Nur Aulia Kadarisman's 2024 study explored how TikTok can be optimized as a persuasive tool in fashion marketing to meet sales targets. The research found that TikTok's live streaming feature enables real-time interaction with audiences, effectively boosting sales. Meanwhile, Tsalitsah Amaliyah Putri's 2025 research focused on leveraging TikTok Live for fashion product marketing. The study revealed that TikTok promotions successfully captured consumer interest and fostered positive perceptions of products. Key factors driving purchasing decisions included engaging and informative content, live streaming, and strategic collaborations that broadened audience reach.

From the above phenomenon, the researcher is interested in conducting research on optimising the use of the TikTok application and creating interesting Avoskin *skincare* content that will influence followers to be interested in making purchases. The objectives of this study are "to find out the magnitude of the influence of optimising the use of the TikTok application and the attractiveness of content on buying interest.

Theory of Possibility of Elaboration

In this research, the Elaboration Likelihood Theory is used to explain the Content Attractiveness variable which will influence followers' purchasing interest. The theory of the possibility of elaboration is a theory developed by Richard E. Petty and John T. Cacioppo in 1980. This theory tries to predict when and how a person may be influenced (persuaded) or not influenced by a message. This theory assesses a person's ability to critically evaluate information, and this depends on how one processes the message (Littlejohn & Karen in (Anandra, R. N., Astuti, R., & Pratiwi, 2020)). The elaboration likelihood theory tests the effectiveness of a strong message argument and the high credibility of the source. He found two forms of mental processes when receiving messages, namely *Central Route* and *Peripheral Route*. Together with Cacioppo, they found the best way to activate both mental processes (Griffin, 2012 (Alhasbi & Amri, 2020)).

In communication studies, elaboration is a sociopsychological theory that studies the receiver processing persuasive messages (Littlejohn & Foss, 2009). A message can affect the receiver but not just affect the attitude, depending on the situation and conditions when receiving the message. This theory suggests that individuals have their own approach to processing persuasive messages. Some process messages without considering the underlying arguments, and others understand the message in detail and critically. (Petty and Cacioppo in (Anandra, R. N., Astuti, R., & Pratiwi, 2020)).

Social Media Use

According to Chris Heuer in (Sutrisno, A. P., & Mayangsari, 2022) There are four main dimensions in the use of social media that are important to understand, namely:

1. *Context*. This dimension refers to the way social media provides relevant and specific context for its users. This clear context allows for more meaningful and relevant interactions.
2. *Communication*. Communication on social media is not only one-way, but two-way communication is interactive. Through social media, users can communicate directly, provide feedback, or dialogue with others, either in the form of comments, private messages, or reactions to the content shared.
3. *Collaboration*. This dimension refers to the ability of social media to facilitate cooperation between individuals, groups, or organisations. Through social media platforms, users can work together on projects, share ideas, or develop better solutions through online discussions and collaborations without being limited by geographical location.
4. *Social media connections* allow people to connect with each other, either with familiar individuals or with new people.

Content Appeal

Engaging content is designed to be as creative as possible. Creative content is content that is designed to grab the audience's attention and convey the message in an engaging and fun way. Creative content is becoming increasingly important in the digital era. This is because more and more people are using social media and other online media to get information and entertainment. Consumers have switched from conventional to modern marketing; most consumers, before making a purchase, will look at content from social media. The more engaging the content uploaded, the higher the rate of consumer purchase decision (Veronika & Aulia, 2022). The dimensions of content appeal are as follows:

1. *Clear*: Any content uploaded must be clear in the delivery of the message so that it can be understood by the audience.
2. *Concise*: The message conveyed in a piece of content should be concise in the simplest possible words.
3. *Concrete*: The message and information conveyed in the content must be accurate and clear so that it can build the audience's trust to buy the product.
4. *Correct*: In conveying the message in a content, the words used must be accurate, and pay attention to grammatical spelling, punctuation, and writing format.
5. *Coherent means* that the content uploaded must be in accordance with the marketing target; the content is made in accordance with the target so that the message is conveyed properly.
6. *Complete*: The message conveyed must be made as complete as possible so that consumers understand the content of the information.
7. *Courteous*: The message conveyed must be emotionally and intellectually tailored to the audience.

Buying Interest

Buying interest is a desire from a potential consumer to buy a product, goods, or services from a brand. But buying interest certainly won't appear suddenly. According to Kotler, Bowen, and Makens ((I. V. O. Situmeang, 2022), buying interest arises after an alternative evaluation process, and in the evaluation process, a person will make a series of choices about the product to be purchased on the basis of brand or interest (Kotler, 2014). According to Durianto (2013), buying interest is

something related to the consumer's plan to buy a certain product, as well as how many units of product are needed in a certain period (I. V. O. Situmeang, 2022).

According to Ferdinand ((I. V. O. Situmeang, 2022)) Buying interest is identified as follows:

1. Transactional interest, which is a person's tendency to buy a product.
2. Referential interest, which is a person's tendency to refer products to others.
3. Preferential interest, which is an interest that describes the behaviour of a person who has a primary preference for the product. This preference can only be overridden if something happens to the preferred product.
4. Exploratory interest: This interest describes the behaviour of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

Method

This research uses a positivistic paradigm, using a quantitative approach. The nature of the research is explanatory, and the method used in this study is by survey. The population in this study is Follower @avoskinbeauty, which amounted to 7,223,000 followers as of March 6, 2025. Using the Slovin formula, 10% precision was obtained from a research sample obtained from a total of 100 respondents. The sample drawing technique is through probability sampling with the simple random sampling technique. Data collection uses primary data through questionnaire dissemination and secondary data through literature study. This study was conducted as a pretest on 30 research respondents to conduct validity tests and reliability tests.

Results and Discussion

In this study, the characteristics of respondents are between 15 and 55 years old, dominated by 41% or 41 respondents, 30% or 30 respondents aged 25-34 years, 19% or 19 respondents aged 45-44 years, and 10% or 10 respondents aged 45-55 years. For jobs, the respondents were dominated by private employees (as many as 32%, or 32 respondents), students (as many as 29%, or 28 respondents), civil servants (9%, or 9 respondents), and housewives (as many as 30%, or 30 respondents). The followers who became respondents in this study came from various regions in Indonesia. The results obtained by the researcher were 23%, or 23 respondents, from Java Island; as many as 52%, or as many as 68 respondents, from Sulawesi; as much as 17%; and from Kalimantan, 8%, or as many as 8 respondents.

Correlation Testing

Linear correlation analysis can be defined as a statistical method used to measure the closeness of relationships between two variables (Astuti, 2017). Correlation coefficient values for student activity data and final learning outcome data calculated using assistance *software* statistics, namely SPSS, obtained the value of the correlation coefficient for the variable of TikTok application use to buying interest of 0.826. The Pearson correlation value is 0.826, where the level of relationship between the two variables included in the correlation is very strong and positive because it is in the interval of 0.800-0.999 with a very strong relationship level. This is strengthened because with the development of media technology in the digital era, various people's lives involve the use of media, one of which is the use of media applications. TikTok. From the results obtained using the application TikTok, it can influence followers to be interested in buying Avoskin products.

For content attraction to buying interest of 0.859. The Pearson correlation value is 0.859, with the relationship level being very strong. Exposure to the attractiveness of TikTok media content *through* listening, seeing, and reading TikTok media messages Avoskin will provide a strong relationship with the buying interest of @avoskinbeauty Followers.

The value of the multiple correlation coefficient (R) is 0.783. The correlation coefficient has a positive relationship with the level of relationships that are included in the strong relationship, because it is in the interval of 0.600-0.799 with a strong relationship level. This means that there is a positive relationship between the effect of TikTok application use and Content Attraction on Followers' buying interest, and @avoskinbeauty will increase.

Multiple Regression Test

Multiple Regression Test is an analysis used to show whether there is a causal relationship (cause-effect) or influence between more than one independent variable (I. O. Situmeang & Ivonne Ruth Vitamaya Oishi Situmeang, 2023). The results of the multiple regression test in this study following the regression equation are

$$Y = a + b_1X_1 + b_2X_2$$
$$Y = 10,276 + 0.350X_1 + 0.384X_2$$

The results from the table above show that if the variables of TikTok application use and content attractiveness are related to buying interest, then the value of buying interest is 10,276 units. If the value of TikTok application usage increases by one unit and the value of content attraction is constant, then the value of buying interest will increase by 0.350 units. If the value of content attraction increases by one unit and the value of TikTok application use is constant, then the value of buying interest will increase by 0.384 units.

Pengujian Hypothesis

T-Test

Paired sample t-tests are used to compare the average of two identical groups in different treatments. The dependent t-test is sometimes referred to by the following names: *matched-pairs t-test*, *paired samples t-test*, *correlated groups t-test*, and *repeated-measures t-test* (Putri et al., 2023). Based on the results of the SPSS test, a calculated t value was obtained on the usage variable application. TikTok got a score of 1,753. Based on the values obtained from the results of the SPSS data processing test, it shows that t is greater than t of table $1.753 > 1.664$, which means that the TikTok application use variable affects the buying interest variable. For the t-calculation on the content attraction variable, a value of 2.006 was obtained. From these results, it shows that if t is calculated to be greater than t of table $2.006 > 1.664$, which means that Content Appeal affects buying interest. Followers @avoskinbeauty.

Test F

The F test aims to determine whether the independent variables together affect the dependent variables. In the F test, an assessment is carried out on the influence of all independent variables simultaneously on the dependent variables (Syarifuddin & Saudi, 2022). The F test aims to find out whether independent variables together (stimulants) affect dependent variables. The F test is performed to see the effect of all independent variables together on the bound variables. The rate used is 0.5 or 5%. if the significant value of $F < 0.05$, it can be interpreted that the independent variable simultaneously affects the dependent variable or vice versa. (Ghozali, 2016)

Based on the test results from SPSS, the significance results of the F test were obtained, which showed a calculated f value of 8,260 and a sig value of 0.000. It is therefore known that the calculated value of f is greater than the f of the table (3.09) and the value of sig is smaller than 0.05. That the variables of application use of the TikTok application and content attraction simultaneously affect the variable of buying interest. Where H_0 is rejected and H_a is accepted. Thus, the researcher concluded that there is a positive influence between the use of the TikTok application and the attraction of content on the buying interest of @avoskinbeauty followers.

DISCUSSION

The high use of social media in the lives of the Indonesian people is clear evidence that the Indonesian people cannot be separated from the use of social media (Rohimah & Hakim, 2021) in various daily activities. In this study, the theory of media ecology is widely used for research on the media, especially in advertising information (Ristanto, 2017). Because Media Ecology Theory is more widely used by researchers to measure societal changes, especially in persuasive content, if it is related to this research for the Tik Tok application usage variable and the Content Attraction variable.

Based on the results of data processing carried out by researchers, the existence of media ecology through TikTok media was found. There are three assumptions that form the theory of media ecology according to McLuhan in West & Turner, 2013 (Sadewa & Puspitosari, 2019), namely: the media encompasses every action in the society; the media improves our perception and organises our experiences; and media unites the world.

The first assumption, if it is associated with research, is that the TikTok application is used by all people, so great is the influence of the use of the TikTok application in people's lives, obtained from the results of the distribution of questionnaires from those aged 15-55 years old using the TikTok application to get information about the products sought in this study, Avoskin skincare. In addition to age, various kinds of work groups, such as private employees, students, civil servants, and housewives, also use the TikTok application.

The second assumption is that the media improves our perception. If associated with this research, after the emergence of various social media, one of which is the TikTok application, there has been a shift in perception in society in terms of achieving personal satisfaction, from looking for the necessary information to buying the products we are looking for, where the TikTok application is able to influence perception and organise the follower experience. Changes in perception after using TikTok media. The TikTok application can influence and change the perception of its followers. The TikTok application is also able to motivate or encourage its users to make a purchase. If associated with this study, Avoskin content that is made in an attractive way can influence followers to be interested in buying their products from the content that is presented, uploaded completely and clearly in the delivery of the message, and packaged attractively so that it can form the trust of the audience to buy Avoskin products.

If associated with the results of the SPSS test, the results obtained by most consumers answered that the content of the photos or videos they saw made them want to make a purchase of Avoskin products because it was in accordance with what was displayed in the content on the TikTok application. The correlation results obtained a relationship between content attraction and buying interest of 0.859, which means that there is a very strong relationship. The more interesting the content created, the greater the interest in buying the Avoskin product.

The third assumption McLuhan says is that the theory of media ecology introduced the term *global village*, which explains that in the era of media digitalisation, people can quickly get a variety of information through the media, so that there is no longer a term for a society isolated from information (Allifiansyah, 2017), with the ease of various information that brings long distances closer, people can be connected to each other only through media access. This study reveals that if there is digital marketing in the application TikTok, as one of the social media that could unite the world, the application TikTok will connect with followers they have followed.

This proves that the TikTok application can unite the world. The TikTok app allows people who are in different places to connect in the TikTok app ecosystem. The ability of the TikTok application to connect the world has an impact on the process of disseminating information about a product; this is what manufacturers use to disseminate information about their products to their followers. The phenomenon of using the TikTok application to find information on a product and in buying products is not only around us but also spread in various regions, including the islands of Sumatra, Java, Sulawesi, and Kalimantan, and is focused on the content presented by Avoskin.

The TikTok application in its activities is always related to and carries out the functions and roles of digital media in accordance with the theory of media ecology, studying how media technology affects society and its users. Instagram social media also affects its users through what is presented in the advertisement in the application TikTok. The more interesting the content presented the more followers will be aware of the existence of Avoskin products and be interested in buying the product.

In addition, it also uses the Elaboration Possibility Theory for explain the content attractiveness variable, which assumes that a person processes persuasive messages using two forms of mental processes, namely, high mental effort shows the message is critically elaborated using a central route. This results in a temporary change in attitude that affects how individuals act. While *low mental effort* suggests that persuasive messages are processed so uncritically that the change in attitude is likely to be temporary (Littlejohn, Foss, & Oetzel, (Alhasbi & Amri, 2020)).

If you look at the answers of the respondents, most respondents agreed with the statement that stated that the attractiveness of content, such as content in the TikTok application, must be interesting, clear, easy to understand, and provide information that is in accordance with the needs of the respondent's skin condition. This shows that in the process of receiving information or messages in this study is said to be through the central route, because in this process the respondents need a desire to receive information in accordance with the needs of respondents so that they think critically in this process, so it can be said that the attraction of content in the TikTok application has been well formed.

Interesting and quality content is able to involve or be relevant to the events experienced by the respondents so that the respondents will feel more engaged with the information contained in the content about the benefits of Avoskin products. This is supported by the statement of Pei et al. in the study (Surjadi et al., 2023), said that the central route can have an influence on the audience when they see the quality of information that they feel is high so that the audience can increase trust in the brand.

In the process of receiving content through the peripheral route, it is stated that the motivation of respondents to process information content tends to be lower than that of the central route. According to Petty & Cacioppo in the study (Surjadi et al., 2023), saying that the peripheral route is a route that occurs when the motivation possessed by the audience is less and the attitude evoked is determined by the positive or negative cues in the persuasive message can provide such strength; therefore, visualisation is important to attract the attention of audiences who have low motivation or are in the peripheral route.

The use of this peripheral route can be realised because there are several rules that are in accordance with what followers want. The attractiveness of the content provided can be used as a persuasive message that aims to attract followers' buying interest. Strong elaboration affects attitudes, in the sense that content can form strong attitudes and motivations to be interested in making purchases.

The attraction of content and other forms of promotion carried out by Avoskin through peripheral channels is very possible to attract the attention of followers to be interested in buying the products they market. Meanwhile, the attractiveness of content and other forms of promotion carried out by Avoskin using the central channel have a stronger effect because the message has been more thoroughly elaborated. Content shared through TikTok contains various information about Avoskin products, which can encourage central channel processing. TikTok content provides relevant and useful information to followers, who are highly motivated to purchase products. In other words, the attractiveness of the content presented will provide a more promising guarantee to influence followers to buy their products.

Conclusion

The study reveals that both the use of the TikTok application and the appeal of content have a very strong and positive correlation with the buying interest of @avoskinbeauty followers. This suggests that these two variables play a critical role in influencing consumer behavior. As such, cosmetic companies particularly local brands like Avoskin can use these insights to evaluate and enhance their content strategies, ensuring that their social media presence consistently captures attention and drives engagement. Moreover, the findings highlight the importance of choosing the right platforms for marketing. TikTok, with its dynamic and interactive format, proves to be an effective medium for stimulating consumer interest and should be considered a strategic tool in brand promotion.

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