ANALYSIS OF DIGITAL MARKETING STRATEGIES ON THE TIKTOK PLATFORM FOR THE INTERLAKEN PERFUME HOUSE BRAND

Muhammad Ilham Fadhlurrahman[1], Onny Fitriana Sitorus[2]
[1, 2] Universitas Muhammadiyah Prof. Dr. Hamka (UHAMKA), Jakarta, Indonesia
[1] ilham3050@gmail.com, [2] onnyfitriana@uhamka.ac.id

Abstract

This study analyzes the digital marketing strategy of Interlaken Perfume House in enhancing consumer engagement and sales through social media. The research employed a descriptive qualitative approach with data collected through content observation, digital documentation, and in-depth interviews. The findings reveal that Interlaken utilizes TikTok as its main channel, implementing a content marketing strategy based on education, storytelling, and real-time interaction to build emotional closeness with consumers. SEO optimization, inbound marketing, paid advertising campaigns (PPC), call-to-action (CTA), and lead generation through social interaction are also applied, although not yet supported by an integrated data system. The success of the strategy is supported by creative content, message relevance to young audiences, and consistent engagement. The main challenges identified include limited resources, lack of customer data management, and inconsistent content production. This study recommends strengthening data-driven strategies through customer management systems to achieve long-term effectiveness.
Keyword: Digital Marketing, TikTok, TikTok Features, MSMEs (Micro, Small, and Medium Enterprises)

Abstrak

Studi ini menganalisis strategi pemasaran digital Interlaken Perfume House dalam meningkatkan keterlibatan konsumen dan penjualan melalui media sosial. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan data yang dikumpulkan melalui observasi konten, dokumentasi digital, dan wawancara mendalam. Temuan menunjukkan bahwa Interlaken menggunakan TikTok sebagai saluran utamanya, menerapkan strategi pemasaran konten berbasis edukasi, bercerita, dan interaksi waktu nyata untuk membangun kedekatan emosional dengan konsumen. Optimasi SEO, pemasaran inbound, kampanye iklan berbayar (PPC), ajakan bertindak (CTA), dan pembuatan prospek melalui interaksi sosial juga diterapkan, meskipun belum didukung oleh sistem data terintegrasi. Keberhasilan strategi ini didukung oleh konten kreatif, relevansi pesan dengan audiens muda, dan keterlibatan yang konsisten. Tantangan utama yang diidentifikasi meliputi keterbatasan sumber daya, kurangnya manajemen data pelanggan, dan produksi konten yang tidak konsisten. Studi ini merekomendasikan penguatan strategi berbasis data melalui sistem manajemen pelanggan untuk mencapai efektivitas jangka panjang.
Kata kunci: Pemasaran Digital, TikTok, Fitur TikTok, UMKM (Usaha Mikro, Kecil, dan Menengah)

INTRODUCTION

In the modern era of rapidly accelerating technology, digital transformation has influenced nearly all aspects of human life, including the ways of conducting business and entrepreneurship. The advancement of information technology, particularly the internet, enables individuals and business actors to operate their enterprises from anywhere without the need for physical presence. This phenomenon has also driven the growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, which by early 2024 had reached approximately 56.56 million business actors, accounting for 37.86% of the national workforce. The majority of these entrepreneurs remain at the beginner stage (BPS, 2024), making the challenge of adapting to digital technology a critical issue.

The shift in marketing trends from traditional methods to digital marketing has become inevitable amid changing consumer preferences that favor fast access, real-time information, and personal interaction through social media and e-commerce platforms. Data show that as of 2022, only around 8% of MSMEs actively utilized digital platforms to market their products, even though the benefits have proven significant—particularly through strategies such as live streaming shopping.[1] Digital media enables MSMEs to reach a wider consumer base, enhance their competitiveness, and deliver a more interactive and personalized customer experience.[2]

Social media has become both a communication channel and an extremely effective marketing tool in today's digital era. Platforms such as Instagram, Twitter, websites, and especially TikTok are the preferred choices for business actors due to their visual, interactive, and easily accessible nature. TikTok, as one of the fastest-growing platforms globally, has evolved from merely an entertainment app into an effective marketing medium. In Indonesia alone, the platform ranked second worldwide with 107.69 million users by 2025 (DataIndonesia.id, 2025), reflecting its massive penetration among the population and offering vast opportunities for digital marketing.[3]

TikTok not only offers engaging short video content but also modern features such as live streaming shopping, which has grown increasingly popular since the COVID-19 pandemic. This feature enables MSMEs to promote products directly, provide real-time demonstrations, and respond to customer inquiries interactively.[4] The presence of the live streaming feature has served as a solution for many MSMEs affected by the pandemic, when face-to-face interactions were

---

[1] Lestari Perdana Putri et al., "Pemanfaatan Fitur Live Facebook Sebagai Media Bisnis Online Dalam Meningkatkan Penjualanan," *Value : Jurnal Manajemen Dan Akuntansi* 18, no. 3 (2024): 1118–33, https://doi.org/10.32534/jv.v18i3.4990.

[2] Gunawan Aji et al., "Analisis Digital Marketing Tiktok Live Sebagai Strategi Memasarkan Produk UMKM Anjab Store," *Jurnal Bisnis Dan Pemasaran Digital* 2, no. 1 (2022): 13–24, https://doi.org/10.35912/jbpd.v2i1.2007.

[3] Yupitriani Yupi and Asmaradani Heryadi Putri, "Analisis Konten Strategi Komunikasi Pemasaran Pada Aplikasi Tiktok," *Komversal* 5, no. 1 (2023): 70–92, https://doi.org/10.38204/komversal.v5i1.1214.

[4] Lizha Dzalila and Diana Amalia, "Pemanfaatan Media Sosial Tiktok Sebagai Media Komunikasi Pemasaran Pada Akun @handmadeshoesby," *Da'watuna: Journal of Communication and Islamic Broadcasting* 3, no. 4 (2023): 1297–306, https://doi.org/10.47467/dawatuna.v3i4.3439.

highly restricted, and has proven capable of boosting sales by up to 30 times. (ShopTokopedia Summit, 2025). Empirical evidence supports that live streaming commerce enhances consumer trust and drives purchase intention.[5]

However, field realities reveal significant challenges. Data from BPS (2024) show that only 37.79% of MSMEs in Indonesia have optimally utilized digital platforms. The obstacles include low digital literacy, limited skilled human resources, lack of creative content, and continued reliance on conventional marketing methods, which are increasingly abandoned by modern consumers.[6] Meanwhile, a survey by Ipsos shows that consumers now prefer shopping experiences that are fast, personal, and interactive, as offered by Shopee Live (96%), TikTok Live (87%), and Lazada Live (71%).

Therefore, it is essential for MSMEs to master digital marketing skills strategically and innovatively. Digital marketing is not merely a promotional tool but also a bridge that connects quality products with the right consumers.[7] With proper understanding and adaptation to technology, MSMEs can not only increase their market penetration at the local level but also seize opportunities to expand into national and even international markets.

This study aims to analyze the extent to which digital marketing strategies particularly through social media and live streaming features can enhance the marketing effectiveness of MSMEs in Indonesia. In addition, the study identifies the supporting and inhibiting factors in the implementation of these strategies and examines the understanding and skills of MSMEs in utilizing digital technology. The findings are expected to serve as a foundation for formulating policies, practical strategies, and capacity development initiatives to enable MSME actors to undergo sustainable digital transformation. Against this backdrop, this study seeks to provide insights into the importance of integrating social media–based digital marketing strategies, such as TikTok, in enhancing promotional effectiveness, building strong consumer interactions, and expanding the market reach of MSMEs in Indonesia. This study is also expected to serve as a reference for policymakers, business practitioners, and future researchers to continue promoting digital literacy and innovation in MSME marketing in today's competitive digital economy.

---

[5] Alifia Salsabila and Dwi Novaria Misidawati, "Pemanfaatan Tiktok Live Sebagai Sarana Strategi Pemasaran Dalam Meningkatkan Penjualan Pada UMKM Galaxy Picture," *Jurnal Samiyya* 3, no. 1 (2024): 209–16; Xi Luo et al., "Live Streaming Commerce: A Review and Research Agenda," *Journal of Computer Information Systems* 65, no. 3 (2023): 376–99, https://doi.org/10.1080/08874417.2023.2290574.

[6] Aji et al., "Analisis Digital Marketing Tiktok Live Sebagai Strategi Memasarkan Produk UMKM Anjab Store."

[7] Ryan Priatama et al., "Analisis Teknik Digital Marketing Pada Aplikasi TikTok (Studi Kasus Akun TikTok @jogjafoodhunterofficial)," *SOCIA: Jurnal Ilmu-Ilmu Sosial* 18, no. 1 (2021): 49–60, https://doi.org/10.21831/socia.v18i1.40467.

RESEARCH METHODS

The research method employed in this study is a qualitative approach. The choice of a qualitative approach is based on the research objective, which seeks to gain a comprehensive understanding of the phenomenon experienced by the research subjects within a specific context.[8] Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people, as well as observed behaviors, derived from the phenomena under study.[9]

The research was conducted at the MSME Interlaken Perfume House in Bekasi City. The selection of research subjects employed a purposive sampling technique, which is a deliberate sampling method based on specific considerations aligned with the objectives of the study.[10]

Data analysis followed the steps outlined by Ahmad Rijali,[11] namely working with the collected data, organizing it, categorizing it into manageable units, synthesizing it, identifying significant patterns, discovering key insights, and presenting them in a descriptive narrative form.

To ensure data validity and reliability, this study employed data triangulation, which involves comparing and cross-checking data obtained from various sources, collection techniques, or different time points to ensure consistency and accuracy. As noted by Prof. Dr. Sugiyono,[12] triangulation is also essential to confirm that the research process and results are aligned with the study's objectives.

RESULTS AND DISCUSSION

Digital marketing for MSMEs is not merely a means of selling products but also a strategy for building brand image, reaching the right target consumers, and creating value through digital media, as emphasized by Kemala Dewi[13], Erwin et al.[14] cited in Erwin[15] explains that this strategy

---

[8] Primadi Candra Susanto et al., "Konsep Penelitian Kuantitatif: Populasi, Sampel, Dan Analisis Data (Sebuah Tinjauan Pustaka)," *Jurnal Ilmu Multidisplin* 3, no. 1 (2024): 1–12, https://doi.org/10.38035/jim.v3i1.504.

[9] Hardani et al., *Metode Penelitian Kualitatif & Kuantitatif*, I, ed. Husnu Abadi (Penerbit Pustaka Ilmu, 2020).

[10] Putu Gede Subhaktiyasa, "Menentukan Populasi Dan Sampel: Pendekatan Metodologi Penelitian Kuantitatif Dan Kualitatif," *Jurnal Ilmiah Profesi Pendidikan* 9, no. 4 (2024): 2721–31, https://doi.org/10.29303/jipp.v9i4.2657.

[11] Ahmad Rijali, "Analisis Data Kualitatif," *Alhadharah: Jurnal Ilmu Dakwah* 17, no. 33 (2018): 81–95, https://doi.org/10.18592/alhadharah.v17i33.2374.

[12] Sugiyono, "Teknik Analisis Data Kualitatif," in *Mixed Methods*, ed. M. T. Sutopo (ALFABETA, 2017).

[13] Kemala Dewi, "Analisis Konten Strategi Komunikasi Pemasaran Di Era Digital Pada Aplikasi TikTok Studi Kasus Akun TikTok @zaaferindonesia," *Jurnal Penelitian Inovatif* 3, no. 2 (2023): 507–14, https://doi.org/10.54082/jupin.189.

[14] Erwin et al, *Digital Marketing : Penerapan Digital Marketing Pada Era Society 5.0 - Google Books*, in *PT Sonpedia Publishing Indonesia* (2023).

[15] Erwin, *Manajemen Pemasaran (Teori Dan Strategi)*, 1st ed., ed. Sepriano (PT. Green Pustaka Indonesia, 2024).

should be comprehensive, encompassing social media, storytelling, SEO, inbound marketing, PPC, CTA, lead generation, and interactive features.[16] highlights the cost efficiency of digital promotion compared to conventional methods, while also stressing that content creativity and message relevance remain key determinants of success.[17] found that TikTok, initially just an entertainment platform, has evolved into an effective marketing channel, with its short videos, trending hashtags, and live streaming fostering stronger consumer connections and driving conversions.[18] note that TikTok's algorithm enables content to go viral quickly, significantly impacting MSME revenue. However, Erwin[19] also cautions about persistent challenges, such as low digital literacy, limited skilled human resources, and inconsistent content production. A concrete example of creative practice is demonstrated by Interlaken Perfume House, which, through TikTok, has successfully conveyed aesthetic values, built two-way interactions, and enhanced consumer trust, as discussed by Luo et al.[20] Therefore, digital marketing represents a crucial form of adaptation for MSMEs to keep pace with shifting consumer behavior and the increasingly competitive digital economy.

SEO

Interlaken Perfume House demonstrates that an effective digital marketing strategy cannot rely solely on social media but must also be supported by planned, data-driven SEO optimization. Although its primary promotions are carried out through TikTok, Interlaken consistently employs strategic keywords such as "long-lasting local perfume," "luxury doesn't have to be expensive," and "a perfume that leaves an impression" in product descriptions, content tags, and even on marketplaces to strengthen brand visibility.[21]

An interview with the owner underscores that SEO is implemented not merely as writing lengthy product descriptions, but as a deliberate strategy to reach audiences who are not active on social media. Cross-platform integration through backlinks in blogs, promotional articles, and e-commerce links is also utilized to enhance domain authority.[22] The positive impact is evident from the significant number of new customers who discover Interlaken through Google or marketplace

[16] Erwin, *Manajemen Pemasaran (Teori Dan Strategi)*.
[17] Nur Afiah et al., "Analisis Pemanfaatan Aplikasi TikTok Dalam Meningkatkan Penjualan UMKM Sektor Kuliner Di Kota Makassar," *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya* 8, no. 4 (2022): 1257, https://doi.org/10.32884/ideas.v8i4.1040.
[18] Nur Laili Rizqiani et al., "Strategi Pemasaran UMKM di Era Digital: Studi Kasus Penggunaan TikTok Shop oleh Sylviea Collection," *Sahmiyya: Jurnal Ekonomi dan Bisnis*, May 28, 2024, 23–30.
[19] Erwin, *Manajemen Pemasaran (Teori Dan Strategi)*.
[20] Luo et al., "Live Streaming Commerce: A Review and Research Agenda."
[21] Anastasha Savira Josepina et al., "Analisis Teknik Penerapan Search Engine Optimization (SEO) pada Media Daring Pikiran-rakyat.com dalam Meningkatkan Jumlah Pembaca," *Jurnal Penelitian Sosial Ilmu Komunikasi* 8, no. 1 (2024): 87, https://doi.org/10.33751/jpsik.v8i1.9795.
[22] Dwi Prayoga and Isram Rasal, "Implementasi Digital Marketing Untuk Peningkatan Pengunjung Usaha Garasi Poncol," *Merkurius : Jurnal Riset Sistem Informasi Dan Teknik Informatika* 3, no. 3 (2025): 31–44, https://doi.org/10.61132/merkurius.v3i3.776.

searches, aligning with Shobi[23] findings that SEO delivers higher and more sustainable ROI compared to conventional promotions.

Interestingly, Interlaken also applies SEO principles to its TikTok content by including strategic keywords and trending hashtags in captions to expand organic reach. Another strength lies in the use of AI to analyze search trends, recommend keywords, and conduct automated SEO audits, supporting an adaptive, big data–driven strategy.[24]

The implementation of SEO has proven effective in increasing digital traffic, brand awareness, credibility, and consumer loyalty, in line with Hanifah and Alam[25] recommendation on managing digital assets as a foundation for long-term competitive advantage.

Thus, Interlaken's experience affirms that SEO is not merely a technical tactic but a fundamental strategy for building a strong and sustainable brand foundation in the digital era.

Content Marketing Strategy

Interlaken Perfume House positions content marketing as the cornerstone of its digital strategy, particularly through the TikTok platform. Rather than focusing solely on promotion, the content produced delivers added value in the form of education, entertainment, and storytelling to build emotional connections with the audience.[26]

Observations show that Interlaken consistently produces a variety of content, including perfume reviews, educational tips on selecting scents, behind-the-scenes production footage, and interactive content such as polls and Q&A sessions during live streams. These contents are designed to align with digital trends—such as popular music, challenge formats, and creative visuals—to fit TikTok's algorithm.[27]

A hard-selling approach remains a key strategy, for example, through videos that explicitly explain the characteristics of each perfume scent. This approach has proven effective in increasing

---

[23] Labib Muzaki Shobir, "Pemanfaatan Search Engine Optimization (SEO) Sebagai Teknik Marketing Pada Pengusaha Pemula Generasi Z Di Kabupaten Tulungagung," *BUDIMAS : JURNAL PENGABDIAN MASYARAKAT* 7, no. 1 (2025), https://doi.org/10.29040/budimas.v7i1.16360.

[24] Shilvy Andini Sunarto et al., "Kajian Literatur: Penerapan Big Data Dan Artificial Intelligence Untuk Perkembangan Bidang Edukasi Dan Bisnis," *Kinesik* 11, no. 3 (2024): 300–312, https://doi.org/10.22487/ejk.v11i3.1366.

[25] Dyarini et al., "Transformasi Digital Untuk UMKM: Pengembangan Dan Pemasaran Produk Melalui Marketplace," *Prosiding Seminar Nasional Pengabdian Masyarakat LPPM UMJ*, November 28, 2024, https://jurnal.umj.ac.id/index.php/semnaskat/article/view/26420.

[26] Hasyim Asyari, "Strategi Penggunaan Content Marketing Pada Pengguna TikTok Dan Instagram Berdasarkan Audience Behaviour Di Perusahaan X," *Jurnal Vokasi Indonesia* 12, no. 1 (2024), https://doi.org/10.7454/jvi.v12i1.1215.

[27] Nisa Alifah Zahra, "Strategi Content Marketing Pada Media Sosial Tiktok Gebcell," *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora* 2, no. 2 (2024): 157–73, https://doi.org/10.47861/tuturan.v2i2.939.

purchase intention and customer loyalty, consistent with Mustari and Akbar[28] findings that storytelling strengthens perceived product value.
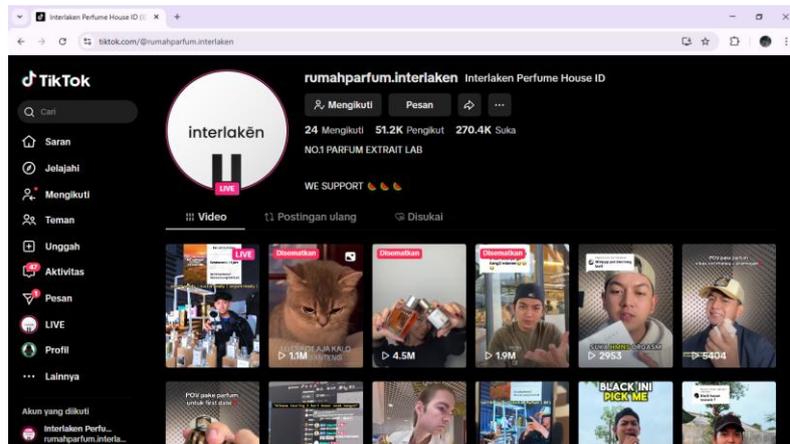
Picture 1. Interlaken's TikTok Dashboard

An interview with Interlaken's digital marketing team revealed that content creation is based on insights from previous consumer interactions. Performance is evaluated using metrics such as likes, shares, comments, and purchase clicks, reflecting a measurable, consumer insight–driven approach to content marketing.[29] The owner also emphasized that content strategy has become a top priority to introduce the brand in a "more pleasant and personal" way.

However, challenges remain. The owner acknowledged that limited time and human resources have hindered consistent daily content production. This obstacle highlights the need for better human resource management to ensure the sustainability of the content marketing strategy.

Overall, Interlaken's content marketing has proven effective in building brand identity, creating connections with consumers, and driving purchases in a subtle yet impactful manner. Consistent, creative, data-driven, and well-managed content production is key to their success in the digital era.

Social Media Strategy

Interlaken Perfume House leverages social media comprehensively as the core of its digital marketing strategy, with a particular focus on TikTok. The choice of TikTok is based on the platform's user characteristics, which align with their target market: urban, digitally active young

---

[28] Aryandhana Prima Mustari and Aldi Akbar, "Implementasi Storytelling Marketing Pada Content Marketing Tiktok Terhadap Peningkatan Penjualan Di 924 Coffee," *eProceedings of Management* 11, no. 6 (2024), https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/24619.

[29] Dessy Yunita et al., "Pembuatan Content Marketing Sebagai Strategi Menumbuhkan Brand Awareness Bagi Pelaku Usaha Di Era Pandemi Covid-19," *Sricommerce: Journal of Sriwijaya Community Services* 2, no. 2 (2021): 89–96, https://doi.org/10.29259/jscs.v2i2.38.

consumers.[30] Through TikTok, Interlaken not only disseminates information but also creates a dynamic space for interaction that combines elements of education, entertainment, and persuasion to strengthen the brand and influence purchasing decisions.

The content produced includes perfume reviews, tips on choosing scents, behind-the-scenes production footage, and user testimonials, all packaged in trend-driven formats such as viral music, hashtag challenges, and emotional storytelling.[31] These findings support Fadhilah[32] assertion that in modern digital marketing, the quality of interaction and emotional closeness are more important than mere content reach.

TikTok's features are optimized to their fullest potential, including TikTok Shop, giveaways, live streaming, and the use of popular hashtags such as #parfumlokal and #interlakenparfum to enhance the organic reach of their content.[33]
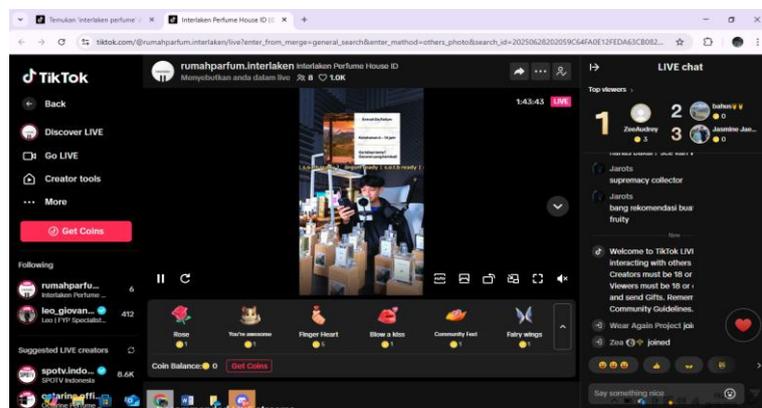
Pictures 2. Session of Live Streaming Interlaken

Social media analytics also serve as the basis for decision-making, with evaluations conducted on metrics such as views, engagement rate, follower growth, CTR, and performance-based campaign outcomes, in line with the principles of data-driven marketing.[34]

Interlaken's social media strategy also maintains consistency in visual identity and communication tone, while building narratives that resonate with consumer aspirations—such as

---

[30] Kiki Nur Oktavia and Siti Mariam, "Social Media Marketing, Brand Image, Brand Awareness, Perceived Quality And Purchase Intention In Skincare Product Users," *Jurnal Ilmiah Manajemen Kesatuan* 12, no. 5 (2024): 1595–612, https://doi.org/10.37641/jimkes.v12i5.2780.

[31] Ratih Purbasari and Rani Sukmadewi, "Optimalisasi Digital Marketing Melalui Tiktok Marketing Bagi Startup Bisnis Di Jawa Barat," *Kumawula: Jurnal Pengabdian Kepada Masyarakat* 7, no. 2 (2024), https://doi.org/10.24198/kumawula.v7i2.53680.

[32] Salwa Fadhilah, "Implementasi Digital Marketing Melalui Social Media Sebagai Strategi Pemasaran Dalam Meningkatkan Volume Penjualan Pada Pelaku Usaha Pemula," *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 8, no. 1 (2024): 2105–24, https://doi.org/10.31955/mea.v8i1.3947.

[33] Mustari and Akbar, "Implementasi Storytelling Marketing Pada Content Marketing Tiktok Terhadap Peningkatan Penjualan Di 924 Coffee."

[34] Erlina Puspitaloka Mahadewi and Arnastya Iswara, "Strategi Pemasaran Berbasis Data (Data-Driven Marketing) Untuk Meningkatkan Kinerja Penjualan: Studi Empiris Di Perusahaan Startup," *Jurnal Ekonomi Utama* 4, no. 1 (2025): 98–107, https://doi.org/10.55903/juria.v4i1.245.

stories about confidence enhanced by specific fragrance notes.[35] This storytelling practice not only introduces the product but also strengthens the psychological bond between the brand and its audience.

The results of this strategy are evident in the increased engagement, follower growth, and spikes in sales during promotional campaigns. Consumers feel closer to the brand thanks to meaningful digital interactions, supporting the findings of Usman et al.,[36] that emotional interaction through live streaming and social media drives impulsive buying.

Nevertheless, challenges remain, such as the team's time constraints, content production consistency, and fluctuations in TikTok's algorithm that affect content reach. These challenges, however, are addressed through adaptive strategies, including automated scheduling, use of content templates, and internal team training.

Thus, Interlaken demonstrates that social media is not merely a promotional tool but also an effective relationship platform to build a loyal consumer community, strengthen brand identity, and enhance customer experience sustainably, as recommended by Oktavia et al.,[37] in their study on content-based social marketing.

Copywriting Strategy

In Interlaken Perfume House's digital marketing strategy, copywriting plays a central role in building brand image while effectively conveying product messages to the digital audience. Observations of social media content and interviews with the marketing team revealed that Interlaken employs an emotional, relevant, and concise promotional writing approach, tailored to their target audience: young, digitally active social media users.

The owner of Interlaken described copywriting as one of the most important aspects of their communication strategy. In an interview, he explained that every product description and caption is designed to be light, memorable, even humorous and relatable to consumers, so they can instantly imagine the fragrance impression. This aligns with the concept of *emotional branding*,[38] where language that appeals to consumers' psychology creates emotional resonance.

Interlaken's content often emphasizes messages of confidence, attractiveness, and personal impression, for example through lines like *"So handsome you'll feel like Thomas Shelby"* or *"Spend*

---

[35] Mustari and Akbar, "Implementasi Storytelling Marketing Pada Content Marketing Tiktok Terhadap Peningkatan Penjualan Di 924 Coffee."

[36] Dhea Monicha Usman et al., "Peran Influencer, Fitur Live Streaming Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Produk Skincare The Originote Pada Aplikasi Tik Tok," *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam* 5, no. 5 (2024): 3750–65, https://doi.org/10.47467/elmal.v5i5.2063.

[37] Oktavia and Mariam, "Social Media Marketing, Brand Image, Brand Awareness, Perceived Quality And Purchase Intention In Skincare Product Users."

[38] Nailul Mona, "Peran Copywriter Dalam Membangun Brand Awareness Sarimi Puass Di Instagram," *Jurnal Sosial Humaniora Terapan* 5, no. 1 (2022), https://doi.org/10.7454/jsht.v5i1.1019.

under 50k but smell like Jisoo Blackpink". This approach is designed to build an emotional bond between product and consumer while quickly delivering benefits (*concise copywriting*), as in the tagline *"Happy heart, wallet stays calm"*.[39]

The language style also aligns with the digital culture of young audiences, using popular terms, informal communication, and emojis to create a casual and approachable feel. Phrases like *"auto smells good"*, *"bestie"*, and playful humor demonstrate Interlaken's understanding of their audience's social context, which Suleman[40] notes effectively increases social media engagement.

Mini storytelling techniques are also applied in many captions and videos. For example: *"Have you ever smelled someone's elegant, luxurious scent and thought they must be wearing an expensive perfume? Do they even know there's a 50k perfume that leaves a lasting impression?"*. This reinforces the theory of Sari et al.,[41] that storytelling in copywriting helps consumers imagine the product's benefits in their daily lives.

Interlaken's copywriting consistently emphasizes its *value proposition*, namely long-lasting fragrance and affordable price. Lines like *"Lasts 10 hours, budget-friendly price"* exemplify *benefit-oriented copywriting*, which Erwin[42] highlights as crucial in shaping positive brand perception in the digital era.

Overall, these findings show that Interlaken has implemented copywriting techniques consistently and effectively. Emotional, concise, contextual language with a clear focus on product strengths makes copywriting one of the key strengths of Interlaken's brand communication on social media.

Inbound Marketing

Interlaken Perfume House applies an organic inbound marketing approach through educational content, storytelling, and social media interaction. Although not yet structured as a formal awareness–consideration–decision funnel, these practices already reflect the *attract–engage–delight* principle.[43]

---

[39] Dede Suleman, "Strategi Copywriting Untuk Menulis Promosi Offline Atau Online," *PaKMas: Jurnal Pengabdian Kepada Masyarakat* 3, no. 1 (2023): 1–6, https://doi.org/10.54259/pakmas.v3i1.1543.

[40] Suleman, "Strategi Copywriting Untuk Menulis Promosi Offline Atau Online."

[41] Ratna Sari et al., "Memaksimalkan Strategi Pemasaran Dengan Copywriting Yang Tepat Sasaran : Teknik Story Telling Dalam Copy Writing," *Jurnal Abdimas Tri Dharma Manajemen* 6, no. 1 (2024): 27–36, https://doi.org/10.32493/ABMAS.v6i1.p27-36.y2024.

[42] Erwin, *Digital Marketing : Penerapan Digital Marketing Pada Era Society 5.0 - Google Books*.

[43] Susi Susanti Tindaon, "Implementasi Inbound Marketing Di Era New Normal: Strategi Pemasaran Pada PT. Tama Cokelat Indonesia," *SEIKO: Journal of Management & Business* 5, no. 2 (2022): 104–15, https://doi.org/10.37531/sejaman.v5i2.3066.

The owner, Arief, emphasized that their content is designed to attract without being overly "sales-driven." *"We don't always make content that's blatantly selling. Sometimes it's just tips or relatable stories so people stay interested,"* he noted.

Their content includes tips on choosing perfumes, education on fragrance longevity, and narratives linking self-confidence to the product—aligning with Febrian et al.,[44] view that storytelling effectively builds trust. They also actively respond to comments, create feedback-based content, and adjust products according to customer input, reflecting empathetic, insight-driven communication.

Although currently limited to social media and not yet supported by additional platforms such as blogs, landing pages, or evergreen SEO-based content,[45] this strategy has already shown positive results in increasing audience engagement and loyalty.

Thus, Interlaken has successfully implemented inbound marketing in a practical manner through educational, empathetic, and relevant content. Moving forward, developing a more structured inbound system presents a significant opportunity to expand audience reach and build a stronger consumer community.

PPC/Digital Ads Strategy

Interlaken Perfume House employs a pay-per-click (PPC) advertising strategy through TikTok Ads in a limited yet consistent manner to maintain store visibility and support campaigns during key sales moments. According to an interview with the owner, Arief, small-budget daily ads are run as a routine, while the budget is increased during payday sales or "double-date" campaigns to drive higher sales. *"Running ads every day has become a routine. It's not too strategic yet—more just to push sales for now while we learn how to set it up more effectively,"* he stated.

The types of ads used include In-Feed Ads and Boosted Content, targeted at specific audiences to drive traffic to their TikTok Shop. In practice, a daily ad budget of around IDR 300,000 has generated revenues exceeding IDR 2,000,000, demonstrating the effectiveness of the approach despite its simplicity.

Theoretically, PPC on social media offers MSMEs the opportunity to quickly reach consumers, with full control over budget, duration, audience segmentation, and measurable results

---

[44] Rizky Tri Febrian et al., "Implementation of Inbound Marketing Strategy through Call to Action by Building an E-Store Website," *Admisi Dan Bisnis* 25, no. 3 (2024): 251–62, https://doi.org/10.32497/ab.v25i3.6012.

[45] Hasan Baharun et al., "Building the Pesantren Reputation: Implementation of Inbound Marketing," *Jurnal Intelektual: Jurnal Pendidikan Dan Studi Keislaman* 13, no. 3 (2023): 231–49, https://doi.org/10.33367/ji.v13i3.4540.

through metrics like CTR and ROAS.[46] Campaigns during high-purchase-intent periods, such as payday sales, can even trigger impulse buying when combined with attractive visuals and limited-time promotions.[47]

Although Interlaken's PPC efforts have already shown positive impacts on reach, clicks, and revenue, campaign management remains manual and unstructured, with performance evaluation still limited to basic metrics due to the absence of a dedicated analytics team.

Thus, Interlaken's PPC strategy via TikTok Ads has proven effective as a short-term tactic to maintain visibility and boost sales. Moving forward, data-driven campaign optimization, full utilization of TikTok's analytics features, and more strategic planning will be key to maximizing PPC's potential for sustainable growth.

Call to Action (CTA) Strategy

Interlaken Perfume House consistently utilizes Calls to Action (CTA) in its digital marketing strategy, particularly on TikTok and TikTok Shop. Content observation and interviews revealed that CTAs are employed not only to drive purchases but also to foster audience interaction and loyalty.[48]

CTAs are embedded in nearly all content—including short videos, captions, product descriptions, and live streaming sessions. Common examples include: *"Check out now before it's sold out!"*, *"Click the link in bio to buy, bestie!"*, and *"Follow us for the next discount update!"*. This approach aligns with the principles of direct-response marketing, which emphasizes communication designed to elicit immediate consumer action.[49]

During major campaigns such as payday sales, CTAs are presented more aggressively and with urgency, using lines like *"Today only promo, don't miss out!"*. This strategy has proven effective in triggering impulse buying.[50] In terms of tone, Interlaken crafts its CTAs to be casual, trendy, and culturally relevant to young digital audiences, reinforcing a personal connection as recommended by Febrian et al.[51]

---

[46] Nila Prasetyaningsih and Dzaki Ardiman, "Analisis Strategi Pemasaran Digital dalam Meningkatkan Penjualan PT Mayora Bekasi," *Jurnal Administrasi Bisnis* 4, no. 4 (2024): 1–7.

[47] Desi Irawati and Hendra Riofita, "Strategi Pemasaran Digital Yang Efektif Untuk Meningkatkan Penjualan," *Toffeedev* 8 (2024): 47121–26.

[48] Rudy Haryanto et al., "Digital Marketing Sebagai Strategi Pemasaran Di Era Society 5.0: Sebuah Literature Review," *Edunomika* 08, no. 02 (2024): 1–10.

[49] Haryanto et al., "Digital Marketing Sebagai Strategi Pemasaran Di Era Society 5.0: Sebuah Literature Review."

[50] Ralph Adolph, *Pengaruh Strategi Call to Action dan Kualitas Produk terhadap Minat Beli Konsumen pada Catering Dapur Mamamoe (DPM)*, 12, no. 2 (2024): 1–23.

[51] Febrian et al., "Implementation of Inbound Marketing Strategy through Call to Action by Building an E-Store Website."

The owner, Arief, underscored the importance of consistent CTAs: *"Without a clear call, people often just watch and don't click. So CTAs have become almost mandatory in every piece of content."*

Thus, Interlaken has effectively leveraged CTAs in a relevant, persuasive, and contextual manner, significantly contributing to increased interaction, sales conversion, and growth of its digital community.

Lead Generation Strategy

Interlaken Perfume House has implemented an organic lead generation strategy via TikTok and TikTok Shop, albeit without a formal customer data collection system. This approach remains aligned with the fundamental principles of lead generation as described by Wijaya et al.[52]: capturing attention, building interest, and facilitating follow-through actions.

Creative content—such as educational videos, lifestyle inspiration, and tips on choosing fragrances—serves as the main tool for attracting new audiences (*content-based lead generation*).[53] TikTok Live is utilized to capture potential buyers through real-time interaction, with many first-time consumers being drawn in after watching a live session, asking questions, and making an immediate purchase. Social proof, such as testimonials and reviews, is also showcased to influence consumers in the consideration stage.[54]

The owner, Arief, explained: *"We haven't developed a customer database yet, but we make sure our content and live sessions attract plenty of new customers."* This reflects a strategy that remains reliant on organic interaction without a formal CRM system, as is common among early-stage MSMEs.[55]

While not yet data-driven, consistent efforts to create valuable content, respond to inquiries, and build a digital community have allowed Interlaken to continuously capture new consumers. Moving forward, strengthening the strategy through prospect data collection and CRM-based follow-up systems presents a significant opportunity to enhance effectiveness and convert leads into loyal customers.

---

[52] Andy Wijaya et al., *The Art of Digital Marketing: Strategi Pemasaran Generasi Milenial*, 1st ed., ed. Acai Sudirman (PENERBIT MEDIA SAINS INDONESIA, 2022).

[53] Iqbal Husain Alamyar and Alief Budiyono, "Leveraging TikTok for Lead Generation: Digital Communication Strategies to Convert Views into Sales." *Jurnal Komunikasi* 04, no. 01 (2024): 45–57.

[54] Andi Muh Aman Z et al., "Pengaruh Influencer Marketing Dan Testimoni Pelanggan Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Pada Generasi Z Di E-Commerce (Studi Pada Pengguna E-Commerce Di Kota Makassar)," *JURNAL RUMPUN MANAJEMEN DAN EKONOMI* 2, no. 3 (2025): 353–65, https://doi.org/10.61722/jrme.v2i3.4516.

[55] Novi Algi Alviani and Munawaroh, "Transformasi Digital Pada UMKM Dalam Meningkatkan Daya Saing Pasar," *MASMAN Master Manajemen* 3, no. 1 (2025): 134–40, https://doi.org/10.59603/masman.v3i1.717.

CONCLUSIONS

Based on the research findings, it can be concluded that Interlaken Perfume House has successfully leveraged digital marketing strategies in a creative and relevant manner through various approaches, albeit with certain systematic limitations. The implemented strategies include optimizing TikTok as the main channel, applying content marketing based on education, storytelling, and real-time interaction to build emotional connections with the audience. Planned SEO optimization, integrated across platforms and enhanced with AI, has proven effective in increasing the brand's visibility and credibility in the digital sphere. Other strategies, such as inbound marketing, PPC, calls to action (CTA), and lead generation, have also been employed effectively to attract new customers and improve conversion, although they remain largely organic and not yet fully data-driven or integrated.

These findings demonstrate that content creativity, consistent interaction, and adaptation to consumer digital behavior are key success factors in MSME digital marketing. Nevertheless, challenges such as limited human resources, the absence of a robust customer data management system, and inconsistent content production need to be addressed to achieve a more structured, effective, and sustainable digital marketing strategy moving forward.

BIBLIOGRAPHY

Adolph, Ralph. *Pengaruh Strategi Call to Action dan Kualitas Produk terhadap Minat Beli Konsumen pada Catering Dapur Mamamoe (DPM)*. 12, no. 2 (2024): 1–23.

Afiah, Nur, Muhammad Hasan, Ratnah S, and Nur Arisah. "Analisis Pemanfaatan Aplikasi TikTok Dalam Meningkatkan Penjualan UMKM Sektor Kuliner Di Kota Makassar." *Ideas: Jurnal Pendidikan, Sosial, Dan Budaya* 8, no. 4 (2022): 1257. https://doi.org/10.32884/ideas.v8i4.1040.

Aji, Gunawan, Siti Fatimah, Fatkhul Minan, and Muhammad Aufal Azmi. "Analisis Digital Marketing Tiktok Live Sebagai Strategi Memasarkan Produk UMKM Anjab Store." *Jurnal Bisnis Dan Pemasaran Digital* 2, no. 1 (2022): 13–24. https://doi.org/10.35912/jbpd.v2i1.2007.

Alamyar, Iqbal Husain, and Alief Budiyono. "Leveraging TikTok for Lead Generation: Digital Communication Strategies to Convert Views into Sales Iqbal Hussain Alamyar 1) , Alief Budiyono 2) 1,2." *Jurnal Komunikasi* 04, no. 01 (2024): 45–57.

Alviani, Novi Algi, and Munawaroh. "Transformasi Digital Pada UMKM Dalam Meningkatkan Daya Saing Pasar." *MASMAN Master Manajemen* 3, no. 1 (2025): 134–40. https://doi.org/10.59603/masman.v3i1.717.

Asyari, Hasyim. "Strategi Penggunaan Content Marketing Pada Pengguna TikTok Dan Instagram Berdasarkan Audience Behaviour Di Perusahaan X." *Jurnal Vokasi Indonesia* 12, no. 1 (2024). https://doi.org/10.7454/jvi.v12i1.1215.

Baharun, Hasan, Adi Wibowo, and Himmatur Rizal. "Building the Pesantren Reputation: Implementation of Inbound Marketing." *Jurnal Intelektual: Jurnal Pendidikan Dan Studi Keislaman* 13, no. 3 (2023): 231–49. https://doi.org/10.33367/ji.v13i3.4540.

Candra Susanto, Primadi, Dewi Ulfah Arini, Lily Yuntina, Josua Panatap Soehaditama, and Nuraeni Nuraeni. "Konsep Penelitian Kuantitatif: Populasi, Sampel, Dan Analisis Data (Sebuah Tinjauan Pustaka)." *Jurnal Ilmu Multidisplin* 3, no. 1 (2024): 1–12. https://doi.org/10.38035/jim.v3i1.504.

Dewi, Kemala. "Analisis Konten Strategi Komunikasi Pemasaran Di Era Digital Pada Aplikasi TikTok Studi Kasus Akun TikTok @zaaferindonesia." *Jurnal Penelitian Inovatif* 3, no. 2 (2023): 507–14. https://doi.org/10.54082/jupin.189.

Dyarini, Azimah Hanifah, Litdia Litdia, Adi Alam, and Desiana. "Transformasi Digital Untuk UMKM: Pengembangan Dan Pemasaran Produk Melalui Marketplace." *Prosiding Seminar Nasional Pengabdian Masyarakat LPPM UMJ*, November 28, 2024. https://jurnal.umj.ac.id/index.php/semnaskat/article/view/26420.

Dzalila, Lizha, and Diana Amalia. "Pemanfaatan Media Sosial Tiktok Sebagai Media Komunikasi Pemasaran Pada Akun @handmadeshoesby." *Da'watuna: Journal of Communication and Islamic Broadcasting* 3, no. 4 (2023): 1297–306. https://doi.org/10.47467/dawatuna.v3i4.3439.

Erwin. *Manajemen Pemasaran (Teori Dan Strategi)*. 1st ed. Edited by Sepriano. PT. Green Pustaka Indonesia, 2024.

Erwin, Erwin dkk. *Digital Marketing : Penerapan Digital Marketing Pada Era Society 5.0 - Google Books*. In *PT Sonpedia Publishing Indonesia*. 2023.

Fadhilah, Salwa. "Implementasi Digital Marketing Melalui Social Media Sebagai Strategi Pemasaran Dalam Meningkatkan Volume Penjualan Pada Pelaku Usaha Pemula." *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 8, no. 1 (2024): 2105–24. https://doi.org/10.31955/mea.v8i1.3947.

Febrian, Rizky Tri, Azizah- Azizah, Eva- Purnamasari, and Endang- Sulistiyani. "Implementation of Inbound Marketing Strategy through Call to Action by Building an E-Store Website." *Admisi Dan Bisnis* 25, no. 3 (2024): 251–62. https://doi.org/10.32497/ab.v25i3.6012.

Hardani, Nur Hikmatul Auliya, Helmina Andriani, et al. *Metode Penelitian Kualitatif & Kuantitatif*. I. Edited by Husnu Abadi. Penerbit Pustaka Ilmu, 2020.

Haryanto, Rudy, Arief Setiawan, R. Nurhayati, I. Gede, Agus Mertayasa, and Aat Ruchiat Nugraha. "Digital Marketing Sebagai Strategi Pemasaran Di Era Society 5.0: Sebuah Literature Review." *Edunomika* 08, no. 02 (2024): 1–10.

Irawati, Desi, and Hendra Riofita. "Strategi Pemasaran Digital Yang Efektif Untuk Meningkatkan Penjualan." *Toffeedev* 8 (2024): 47121–26.

Josepina, Anastasha Savira, Sardi Duryatmo, and Imani Satriani. "Analisis Teknik Penerapan Search Engine Optimization (SEO) pada Media Daring Pikiran-rakyat.com dalam Meningkatkan Jumlah Pembaca." *Jurnal Penelitian Sosial Ilmu Komunikasi* 8, no. 1 (2024): 87. https://doi.org/10.33751/jpsik.v8i1.9795.

Luo, Xi, Weng Marc Lim, Jun Hwa Cheah, Xin Jean Lim, and Yogesh K. Dwivedi. "Live Streaming Commerce: A Review and Research Agenda." *Journal of Computer Information Systems* 65, no. 3 (2023): 376–99. https://doi.org/10.1080/08874417.2023.2290574.

Mahadewi, Erlina Puspitaloka, and Arnastya Iswara. "Strategi Pemasaran Berbasis Data (Data-Driven Marketing) Untuk Meningkatkan Kinerja Penjualan: Studi Empiris Di Perusahaan Startup." *Jurnal Ekonomi Utama* 4, no. 1 (2025): 98–107. https://doi.org/10.55903/juria.v4i1.245.

Mona, Nailul. "Peran Copywriter Dalam Membangun Brand Awareness Sarimi Puass Di Instagram." *Jurnal Sosial Humaniora Terapan* 5, no. 1 (2022). https://doi.org/10.7454/jsht.v5i1.1019.

Mustari, Aryandhana Prima, and Aldi Akbar. "Implementasi Storytelling Marketing Pada Content Marketing Tiktok Terhadap Peningkatan Penjualan Di 924 Coffee." *eProceedings of Management* 11, no. 6 (2024). https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/24619.

Nisa Alifah Zahra. "Strategi Content Marketing Pada Media Sosial Tiktok Gebcell." *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora* 2, no. 2 (2024): 157–73. https://doi.org/10.47861/tuturan.v2i2.939.

Oktavia, Kiki Nur, and Siti Mariam. "Social Media Marketing, Brand Image, Brand Awareness, Perceived Quality And Purchase Intention In Skincare Product Users." *Jurnal Ilmiah Manajemen Kesatuan* 12, no. 5 (2024): 1595–612. https://doi.org/10.37641/jimkes.v12i5.2780.

Perdana Putri, Lestari, Nurbaiti Nurbaiti, and Siti Aisyah. "Pemanfaatan Fitur Live Facebook Sebagai Media Bisnis Online Dalam Meningkatkan Penjualanan." *Value : Jurnal Manajemen Dan Akuntansi* 18, no. 3 (2024): 1118–33. https://doi.org/10.32534/jv.v18i3.4990.

Prasetyaningsih, Nila, and Dzaki Ardiman. "Analisis Strategi Pemasaran Digital dalam Meningkatkan Penjualan PT Mayora Bekasi." *Jurnal Administrasi Bisnis* 4, no. 4 (2024): 1–7.

Prayoga, Dwi, and Isram Rasal. "Implementasi Digital Marketing Untuk Peningkatan Pengunjung Usaha Garasi Poncol." *Merkurius : Jurnal Riset Sistem Informasi Dan Teknik Informatika* 3, no. 3 (2025): 31–44. https://doi.org/10.61132/merkurius.v3i3.776.

Priatama, Ryan, Ilham Hilal Ramadhan, Az- Zuhaida, Awanis Akalili, and Febriansyah Kulau. "Analisis Teknik Digital Marketing Pada Aplikasi TikTok (Studi Kasus Akun TikTok @jogjafoodhunterofficial)." *SOCIA: Jurnal Ilmu-Ilmu Sosial* 18, no. 1 (2021): 49–60. https://doi.org/10.21831/socia.v18i1.40467.

Purbasari, Ratih, and Rani Sukmadewi. "Optimalisasi Digital Marketing Melalui Tiktok Marketing Bagi Startup Bisnis Di Jawa Barat." *Kumawula: Jurnal Pengabdian Kepada Masyarakat* 7, no. 2 (2024). https://doi.org/10.24198/kumawula.v7i2.53680.

Rijali, Ahmad. "Analisis Data Kualitatif." *Alhadharah: Jurnal Ilmu Dakwah* 17, no. 33 (2018): 81–95. https://doi.org/10.18592/alhadharah.v17i33.2374.

Rizqiani, Nur Laili, Ayatullah Sadali, and Muhammad Taufiq Abadi. "Strategi Pemasaran UMKM di Era Digital: Studi Kasus Penggunaan TikTok Shop oleh Sylviea Collection." *Sahmiyya: Jurnal Ekonomi dan Bisnis*, May 28, 2024, 23–30.

Salsabila, Alifia, and Dwi Novaria Misidawati. "Pemanfaatan Tiktok Live Sebagai Sarana Strategi Pemasaran Dalam Meningkatkan Penjualan Pada UMKM Galaxy Picture." *Jurnal Samiyya* 3, no. 1 (2024): 209–16.

Sari, Ratna, Adinda Putri, Devi Satya, and Egan Juliantoro. "Memaksimalkan Strategi Pemasaran Dengan Copywriting Yang Tepat Sasaran : Teknik Story Telling Dalam Copy Writing." *Jurnal Abdimas Tri Dharma Manajemen* 6, no. 1 (2024): 27–36. https://doi.org/10.32493/ABMAS.v6i1.p27-36.y2024.

Shobir, Labib Muzaki. "Pemanfaatan Search Engine Optimization (SEO) Sebagai Teknik Marketing Pada Pengusaha Pemula Generasi Z Di Kabupaten Tulungagung." *BUDIMAS :*

JURNAL PENGABDIAN MASYARAKAT 7, no. 1 (2025). https://doi.org/10.29040/budimas.v7i1.16360.

Subhaktiyasa, Putu Gede. "Menentukan Populasi Dan Sampel: Pendekatan Metodologi Penelitian Kuantitatif Dan Kualitatif." *Jurnal Ilmiah Profesi Pendidikan* 9, no. 4 (2024): 2721–31. https://doi.org/10.29303/jipp.v9i4.2657.

Sugiyono "Teknik Analisis Data Kualitatif." In *Mixed Methods*, edited by M. T. Sutopo. ALFABETA, 2017.

Suleman, Dede. "Strategi Copywriting Untuk Menulis Promosi Offline Atau Online." *PaKMas: Jurnal Pengabdian Kepada Masyarakat* 3, no. 1 (2023): 1–6. https://doi.org/10.54259/pakmas.v3i1.1543.

Sunarto, Shilvy Andini, Citra Puspa Maulidina, and Widiastiana Vista Wijaya. "Kajian Literatur: Penerapan Big Data Dan Artificial Intelligence Untuk Perkembangan Bidang Edukasi Dan Bisnis." *Kinesik* 11, no. 3 (2024): 300–312. https://doi.org/10.22487/ejk.v11i3.1366.

Tindaon, Susi Susanti. "Implementasi Inbound Marketing Di Era New Normal: Strategi Pemasaran Pada PT. Tama Cokelat Indonesia." *SEIKO: Journal of Management & Business* 5, no. 2 (2022): 104–15. https://doi.org/10.37531/sejaman.v5i2.3066.

Usman, Dhea Monicha, Misti Hariasih, and Alshaf Pebrianggara. "Peran Influencer, Fitur Live Streaming Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Produk Skincare The Originote Pada Aplikasi Tik Tok." *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam* 5, no. 5 (2024): 3750–65. https://doi.org/10.47467/elmal.v5i5.2063.

Wijaya, Andy, Jamaludin, Ahsanun Naseh Khudori, et al. *The Art of Digital Marketing: Strategi Pemasaran Generasi Milenial*. 1st ed. Edited by Acai Sudirman. PENERBIT MEDIA SAINS INDONESIA, 2022.

Yunita, Dessy, Ahmad Widad, Yuliansyah M. Diah, and Wita Farla. "Pembuatan Content Marketing Sebagai Strategi Menumbuhkan Brand Awareness Bagi Pelaku Usaha Di Era Pandemi Covid-19." *Sricommerce: Journal of Sriwijaya Community Services* 2, no. 2 (2021): 89–96. https://doi.org/10.29259/jscs.v2i2.38.

Yupi, Yupitriani, and Asmaradani Heryadi Putri. "Analisis Konten Strategi Komunikasi Pemasaran Pada Aplikasi Tiktok." *Komversal* 5, no. 1 (2023): 70–92. https://doi.org/10.38204/komversal.v5i1.1214.

Z, Andi Muh Aman, Nur Annisa Asa'd, Nurul Aulia, Rezki Amalia, Romansyah Sahabuddin, and Azlan Azhari. "Pengaruh Influencer Marketing Dan Testimoni Pelanggan Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Pada Generasi Z Di E-Commerce (Studi Pada Pengguna E-Commerce Di Kota Makassar)." *JURNAL RUMPUN MANAJEMEN DAN EKONOMI* 2, no. 3 (2025): 353–65. https://doi.org/10.61722/jrme.v2i3.4516.