

## THE EFFECTIVENESS OF USING INFLUENCERS IN PROMOTING PRODUCTS IN TIKTOK SOCIAL MEDIA: A CASE STUDY ON COSMETIC BRANDS

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| Article info                                                                                                                                                                                                                              | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| <p><b>Corresponding Author:</b></p> <p>Febriana Astita<br/><a href="mailto:FebrianaAstita18@gmail.com">FebrianaAstita18@gmail.com</a><br/>Department of Management,<br/>University of Muhammadiyah<br/>Bengkulu</p>                       | <p>This study aims to analyze the effectiveness of using influencers in promoting cosmetic products on social media. In the increasingly developing digital era, social media has become a very strategic platform for product marketing, and influencers have an important role in shaping consumer perceptions. This study uses a quantitative approach with a survey method to 200 consumers who follow influencers on the Tiktok platform, and analyzes the impact of cosmetic product promotions through content uploaded by influencers on purchasing decisions. The results of the study show that the use of influencers can increase brand awareness, build consumer trust, and encourage purchases of cosmetic products. In addition, influencer credibility factors, content relevance, and interaction with the audience have been shown to play a significant role in influencing the effectiveness of promotions. These findings are expected to provide insight for cosmetic brands in designing more effective influencer-based marketing strategies on social media.</p> <p><b>Keywords:</b> <i>influencer, social media, marketing, cosmetics, promotion, effectiveness.</i></p> |
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### INTRODUCTION

In the increasingly developing digital era, marketing through social media has become one of the main strategies for brands to reach a wider audience. One of the most prominent platforms in recent years is TikTok, which is known for its creative and engaging short video content. TikTok has not only attracted the attention of users from various circles, but has also become a gathering place for influencers who have great influence in promoting products. In this context, the use of influencers to promote cosmetic products on TikTok has become a significant phenomenon and deserves further study.

Influencer marketing, a marketing strategy that involves individuals with large social media followings promoting products, has proven effective in increasing brand awareness and driving sales. Influencers, especially those in the beauty industry, have the unique ability to create authentic and relatable content, that can build trust and engagement with their audience. With engaging and informative content, influencers can influence consumer purchasing decisions, especially among the younger generation who are active TikTok users.

As TikTok's use as a marketing platform increases, many cosmetic brands have begun investing their marketing budgets in collaborations with influencers. These brands hope that by leveraging the popularity and credibility of influencers, they can reach a wider and more segmented audience. However, even though many brands have implemented this strategy, there are still questions about how effective influencers are in promoting cosmetic products on TikTok.

This study aims to explore the effectiveness of using influencers to promote cosmetic products on TikTok. By conducting case studies on all cosmetic brands, this study will analyze various factors that influence the success of influencer campaigns, including the type of content produced, the level of audience engagement, and its impact on consumer purchasing decisions. In addition, this study will also identify the challenges faced by brands in working with influencers and how the right strategy can increase the effectiveness of marketing campaigns.

By understanding these dynamics, it is hoped that this study can provide valuable insights for cosmetic brands and digital marketers in designing more effective marketing strategies on TikTok platform. In addition, this study is expected to contribute to existing literature on influencer marketing, especially in context of ever-evolving social media.

Social media has undergone a significant transformation in recent years, with TikTok emerging as a hugely popular short-form video sharing platform. TikTok's unique features, such as its eye-catching visual effects and personalized algorithm, have made it an effective marketing tool. One marketing strategy that is gaining popularity on TikTok is influencer marketing, where brands partner with individuals who have a large influence on the platform to promote their products.

In the cosmetics industry, competition is fierce. Cosmetic brands are constantly looking for innovative ways to reach young consumers who are very active on social media. TikTok, with a user base that is mostly made up of the younger generation, it is a very attractive platform for cosmetic brands. Influencers, with their ability to build strong relationships with their followers, can be an effective bridge between brands and consumers.

In the increasingly digital era, marketing through social media has become one of the main strategies for brands to reach their consumers. One platform that has gained significant popularity in recent years is TikTok. TikTok, with its short video features and algorithm that allows for viral content, offers a great opportunity for brands to effectively promote their products to a wider audience, especially young consumers. One marketing approach that is increasingly popular is collaborating with influencers, individuals who have a large influence on social media platforms, to promote products to their followers.

In recent years, social media has become one of the most effective and influential marketing tools in the business world. Among the various platforms available, TikTok has emerged as one of the most dynamic and popular channels, especially among the younger generation. With its creative and interactive short video format, TikTok not only attracts users but also provides a unique opportunity for brands to promote their products. One strategy that is increasingly being used by brands on TikTok is collaborating with influencers, individuals who have a large following and can influence their audience's purchasing decisions.

Cosmetic brands, in particular, have leveraged the power of influencers to increase the visibility and appeal of their products. Beauty influencers have the ability to create authentic and relatable content, which can help build trust and engagement with their audiences. Using storytelling techniques and product demonstrations, influencers can provide more personal and compelling recommendations than traditional advertising. This makes influencers a bridge between brands and consumers, especially on platforms like TikTok, where user interaction and engagement are high.

However, while many cosmetic brands have invested in influencer campaigns on TikTok, questions remain about how effective this strategy is in influencing consumer behavior. Can collaboration with influencers really increase sales and customer loyalty? What are the factors that determine the success of influencer campaigns on this platform? This study aims to explore effectiveness of using influencers to promote cosmetic products on TikTok, focusing on analyzing various elements that contribute to campaign success.

By conducting case studies on various cosmetic brands that are active on TikTok, this study is expected to provide deeper insights into effective marketing strategies in the digital era. In addition, this study also aims to provide recommendations for cosmetic brands in designing more effective influencer campaigns that are in accordance with the characteristics of the audience on TikTok. Through a better understanding of the dynamics of marketing on social media, it is hoped that brands can maximize their potential to reach and retain customers in this increasingly competitive market.

Influencer marketing on TikTok relies not only on the number of followers, but also on the influencer's ability to create authentic, interesting, and relevant content for their audience. Especially in the cosmetics industry, the use of influencers as brand ambassadors or product reviewers has a major impact on consumer purchasing decisions. Content created by influencers on TikTok often takes tutorials, product reviews, or challenges that invite followers to participate, creating a more personal and closer relationship with consumers.

However, although many cosmetic brands have successfully utilized influencers on TikTok, there has been no in-depth study that measures the effectiveness of using influencers to promote cosmetic products on the platform. This opens up space for further research to explore how influencer characteristics and the content they create affect consumer behavior, as well as what factors determine the success or failure of influencer marketing campaigns on TikTok.

## **METHOD**

The method used in this study is a qualitative method with a type of qualitative descriptive research according to Lexy J. Moleong (2005) who stated that qualitative is a procedure in research that will produce descriptive data in the form of written words or meanings from people who are used as research sources. In a qualitative descriptive approach, the aim is to describe a phenomenon or event that occurs in the field. So, it can be concluded that qualitative research is a study that is used to describe a particular event or phenomenon that occurs. In this study, the researcher used a qualitative method because the researcher wanted to explain and find out about "The Effectiveness of Using Influencers in Promoting Products on TikTok social media: A Case Study of Cosmetic Brands". The subjects in this study were video content created by influencers by utilizing TikTok social media. By utilizing TikTok video content. The data collection method used

in this study was using interviews. This study also obtained data and information that supported the analysis and interpretation in the form of data, files, video content, journals, books and data related to the research.

## **RESULT AND DISCUSSION**

### *Interview with Influencer:*

The influencers interviewed stated that they feel they have significant influence over their audiences, especially in the cosmetics category. They revealed that the content they create, such as makeup tutorials and product review, often gets a positive response from their followers. Many influencers also noted that authenticity and engagement with their audience is very important. They strive to stay authentic and not just promote products without adding value.

### *Interview with TikTok User:*

TikTok users interviewed revealed that they were more likely to purchase a cosmetic product after seeing it promoted by an influencer they trusted. They noted that recommendations from influencers felt more personal and trustworthy compared to traditional advertising. Some users also stated that they were influenced by how influencers used the product in the video, such as live demonstrations and usage tips.

### *Content Analysis:*

From the analysis of video content uploaded by influencers, it was found that videos with interactive elements, such as challenges or collaborations with other users, had higher engagement rates. Content that included personal stories or real experiences with products also attracted more audience attention. Videos that used trending music and interesting visual effects tended to get more views and interactions.

## **Discussion**

The results of the study show that the use of influencers on TikTok has significant effectiveness in promoting cosmetic products. Influencers not only serve as a bridge between brands and consumers, but also as a source of reliable information. The trust that influencers build with their audiences is a key factor in purchasing decisions.

From user interviews, they are more likely to purchase a product after seeing recommendations from influencers they follow. This shows that influencers can influence consumer behavior in a more profound way than conventional advertising. Users feel that they are getting more relevant and personalized information, which makes them more confident in making a purchase.

Content analysis also revealed that creative elements in videos, such as the use of trending music and visual effects, can increase the appeal of the content. This suggests that marketing strategies involving influencers must consider creative and interactive aspects to attract the attention of the audience. However, it is important to note that this effectiveness is highly dependent on the selection of the right influencer. Influencers who have an audience that matches the target market of the cosmetic brand will be more effective in promoting the product. Therefore, brands need to do in-depth research to choose influencers who not only have a lot of followers but also have high engagement and relevance to the product being promoted.

Overall, this study shows that using influencers on TikTok is an effective marketing strategy for cosmetic brands, if it is done with the right approach and takes into account authenticity and audience engagement.

## CONCLUSION

The use of influencers in promoting products on TikTok social media has proven to be an effective strategy, especially in the cosmetics industry. Through a qualitative approach, this study revealed that influencers not only succeeded in increasing brand awareness but also significantly influenced consumer purchasing decisions.

The credibility and trustworthiness of influencers play a vital role in building strong relationships with their audiences. Authentic and engaging content, such as tutorials and product reviews, can drive high levels of engagement. In addition, selecting influencers that match your target audience can increase the effectiveness of your marketing campaign.

However, challenges remain in maintaining authenticity and transparency in promotions. Brands need to continuously adapt to changing trends on TikTok to stay relevant. Further research is recommended to explore the long-term impact of influencer collaboration on sales and consumer loyalty. Thus, a marketing strategy involving influencers on TikTok can be considered an investment that has the potential to bring positive results for cosmetic brands, such as:

1. **Choosing the Right Influencer:** Cosmetic brands need to do in-depth research to choose influencers who have relevant audiences and expertise in the product. being promoted. Ensuring that influencers have values and aesthetics that align with the brand will increase consumer trust.
2. **Authentic Content:** Focus on creating authentic and relatable content. Influencers should be invited to share real experiences with the product, not just promotions. This can increase credibility and engagement from the audience.
3. **Adapt to Trends:** Brands should always follow the latest trends on TikTok and collaborate with influencers who are able to create innovative and engaging content. Responding quickly to changing trends will help maintain relevance in the market.
4. **Transparency in Promotion:** It is important for influencers to clearly disclose their affiliate relationship with brands. This will help build trust and maintain a positive relationship with the audience.
5. **Performance Evaluation:** Brands should regularly evaluate the performance of influencer campaigns, both in terms of engagement and sales conversion. Using the right metrics will help in understanding the long-term impact of the collaboration.

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