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## Discount propaganda on Tiktok live features as a means of @somethincofficial in increasing sales

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### ABSTRACT

**Keywords:**

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The development of technology has made many social media a means to channel information and communication. The media that is currently often used by the public is TikTok. Indonesia is the second largest market in the world for TikTok users in 2023 with 106.52 million active users. The type of research used by the researcher is qualitative descriptive, data collection techniques using observation and interview methods, book literature, scientific journals, and interviews with 5 adolescent informants of TikTok followers Somethinc in Cirebon City. With its proven quality, as well as the delivery of messages through promotions, Somethinc has succeeded in building brand awareness among teenagers in Cirebon City so that its products are liked and in great demand. TikTok social media as a means of attracting buying interest is because of its attractive content accompanied by influencer support that helps the process of delivering the message desired by business actors, as well as the existence of a live shopping feature that makes the audience interested in buying because of the many promos, free shipping fees and discounts obtained as well as live chat interactions that make it easier for consumers to solve their problems. TikTok social media is a strategic media as a means of promotion in attracting interest in buying Somethinc products. This is due to the attention of consumers in the form of informative content, on TikTok social media there are many attractive promos that make consumers interested in buying, and there is a message feature in TikTok social media that makes it easier for consumers to interact with business actors directly with the aim of getting solutions to obstacles.

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### INTRODUCTION

Information and communication technology is always experiencing developments that make information exchange easier. The development of technology has made many social media a means to channel information and communication. Social media refers to content that is distributed through social interaction. According to Van Dijk in Nasrullah (2015), social media is a media platform that focuses on the existence of a user who provides facilities for users to do activities and collaborate. The media that is currently often used by the public is TikTok. Indonesia is the second largest market in the world for TikTok users in 2023 with 106.52 million active users.

TikTok is a media in the form of audio visuals, TikTok is able to provide unique *special effects* and a lot of music support so that it can be used easily by users in making interesting short videos and making users free to be creative (Susilowati, 2018). This media is also used by business people to market their products by creating persuasive content, TikTok Ads, and utilizing the messaging feature and also the TikTok live shopping feature. Live shopping is a combination of live streams and TikTok Shop. TikTok Shop is an innovative E-Commerce service that can reach business actors to promote their products virtually so that business actors and customers communicate with each other with the aim of increasing purchase interest (Rahmaniar et al., 2023).

The creative step that the Somethinc company is striving to take in achieving the best marketing target is by utilizing TikTok social media as a marketing communication strategy to attract buying interest and realize maximum consumer satisfaction. In increasing buying interest, business actors create informative and interesting content, offer discounts, and also collaborate with influencers. On TikTok content, not a few influencers review

beauty products in a short, concise, and clear manner, making other users curious about the results discussed by content creators. One example of a product that is not a little reviewed is "Somethinc".

The "Somethinc" product is a beauty and facial care product that is safe to use by teenagers starting from the age of 11. The more users or influencers who give product reviews, the greater the potential for the product to go viral and be sought after by consumers (Mardhiyah, 2020).

According to Adisaputro, (2010:18) Marketing communication strategy is an innovative action taken by companies in achieving their mission, goals, and objectives in the hope of promoting products, as well as conveying information and inviting consumers to use a product that is marketed.

Kotler and Armstrong (2016) define marketing communication as the activity of informing the benefits of a product. Marketing communication aims to gain understanding and get to know customers well so that products or services can meet customer expectations. Marketing communication is carried out to support or support marketing activities. This activity utilizes a marketing mix or marketing mix, which is strategic marketing elements, which are used by companies to shape consumer responses (Kotler & Keller, 2016:49). In the concept of marketing, marketing communication can be equated with one of the marketing mixes, namely promotion.

Promotion functions as a means of communication between the company and customers, as well as a means of influencing customers to make purchases or use services based on their needs and desires. Promotion can function as a means of communication, namely the action or procedure for delivering a message to the intended audience so that marketing communication activities are needed so that the message can be conveyed properly (Tjiptono, 2017). A simple sales promotion that can increase buying interest within a certain time is called a Discount. A discount is a reduction in the price from the previous price in a certain period of time (Kotler and Armstrong, 2008:9).

Marketing communication strategies in the form of offering discounts and discounts by business actors in marketing their products are able to attract consumer interest in purchasing decisions. As expressed by Kotler in Abzari et al. (2014), buying interest refers to consumer behavior characterized by a tendency to choose and use a certain product. Buying interest is generated when a consumer has been affected by the quality and quality of a product and product information.

Buying interest can be interpreted as a feeling that arises after consumers carry out pre-purchase activities. Pre-purchase activities can be characterized by consumers looking for information related to products that suit their needs. The emergence of buying interest is due to the existence of an alternative evaluation process, in the process of which potential consumers form choices related to the products they want to buy based on brands and interests (Bowen, J., Kotler, P., & Makens, 1999).

The process of forming and taking buying interest can be caused by cultural, personal, social and psychological factors, the attitude of others affects the reduction of preferred alternatives based on two factors, namely the preferred alternative and the urge to follow the desires and negative attitudes of others. At a time when a product is liked by others, customers are motivated to follow the wishes of others, which results in buying interest. Furthermore, unanticipated elements can change consumer perceptions suddenly. This change depends on how confident consumers are about what they want to buy (Kotler & Keller, 2016).

Based on previous studies, it can be concluded that the use of TikTok social media as a means of promotion is one of the effective strategies used to increase sales value. Research by Adadin et al. (2020) shows that marketing through Facebook social media has a positive influence on attracting consumer buying interest. This study uses an interactive analysis model obtained based on observations to informants. The results show that Facebook social media is effective for promoting, marketing, and sending messages to consumers. In addition, Farida & Anggraeni (2022) in their article entitled "The Effect of Promotion Effectiveness on Consumer Intention to Buy Erto's Beauty Care Skincare Products through TikTok Social Media". The approach used uses a qualitative descriptive methodology. The results of the study show that the effectiveness of promotion has an impact on consumer interest in buying Erto's Beauty Care skincare products. Utilizing video content and product reviews on TikTok social media can influence customers to buy beauty products.

Looking at the development, Tiktok is able to reach more than 10 billion users. Thus, indirectly TikTok social media becomes a strategic medium for marketing a product that can reach and interact directly with consumers (Mulyansyah & Sulistyowati, 2020).

With this description of the facts, the author is interested in conducting research on how to use TikTok social media as a means of promotion in attracting interest in buying "Somethinc" products among teenagers in Cirebon City.

## **METHOD**

The method used uses a qualitative method. Qualitative methods are writing that does not rely on evidence based on mathematical logic, numerical principles, or statistical methods (Mulyana, 2007:15). The type of research used by researchers is qualitative descriptive, which describes a certain event object based on visible facts or as it should be which is then accompanied by efforts to draw general conclusions based on these

historical facts. In this study, the data collection technique uses observation and interview methods, book literature, scientific journals, and interviews with 5 teenage informants who follow TikTok Somethinc in Cirebon City, because the author focuses on Somethinc beauty products.

## RESULTS AND DISCUSSION

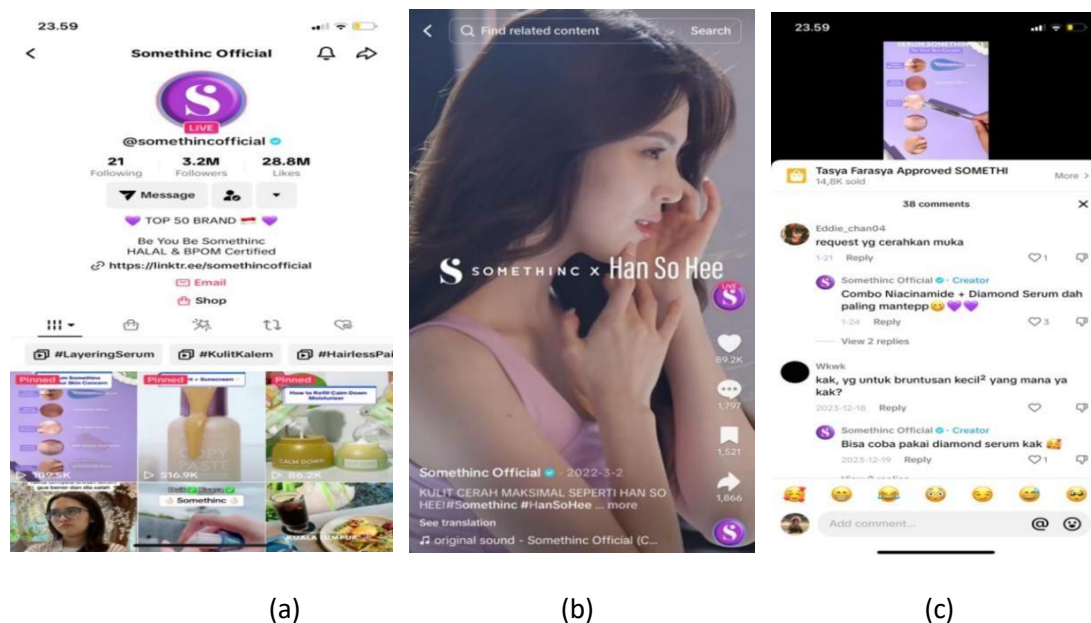
Somethinc is a cosmetics and skincare product brand from Indonesia. Established in 2019, this *brand* has always stolen the attention of beauty product lovers with its various innovations. Somethinc provides a variety of products that meet the needs of skin and beauty, with the concept of "Skin First, Makeup Second, Glow Always". In addition, Somethinc claims that its products are safe for teenagers to use from the age of 11.

After the interview, teenagers in Cirebon City were interested in and used Somethinc products because of their good quality and many benefits for various types of skin problems both in women and men and safe to use by teenagers compared to other products that have similar benefits. Somethinc offers very affordable prices and attractive promos compared to other beauty products. Here is one of the reasons why Somethinc products are in great demand by teenagers in Cirebon City: *"Because of its low price and good quality, Somethinc is safe to use for sensitive skin and there are results that can be seen on my face besides that because the promotion is also massive and safe to use by teenagers"*. (Based on Gischa's interview results, 2024)

With its proven quality, as well as the delivery of messages through promotions, Somethinc has succeeded in building brand awareness among teenagers in Cirebon City so that its products are liked and in great demand.

### TikTok Social Media as a Promotional Media in Attracting Interest in Buying Somethinc Products.

With technology that continues to develop, Somethinc has made social media a strategy to market its products to consumers. One of the media used is TikTok. With this social media, Somethinc creates content that contains information about its products with the aim of helping consumers and potential consumers find the products they need.



**Figure 1.** TikTok Somethinc. (a) Official account Somethinc. (b) Content with Somethinc brand ambassadors. (c) Discussion through comments on Somethinc accounts

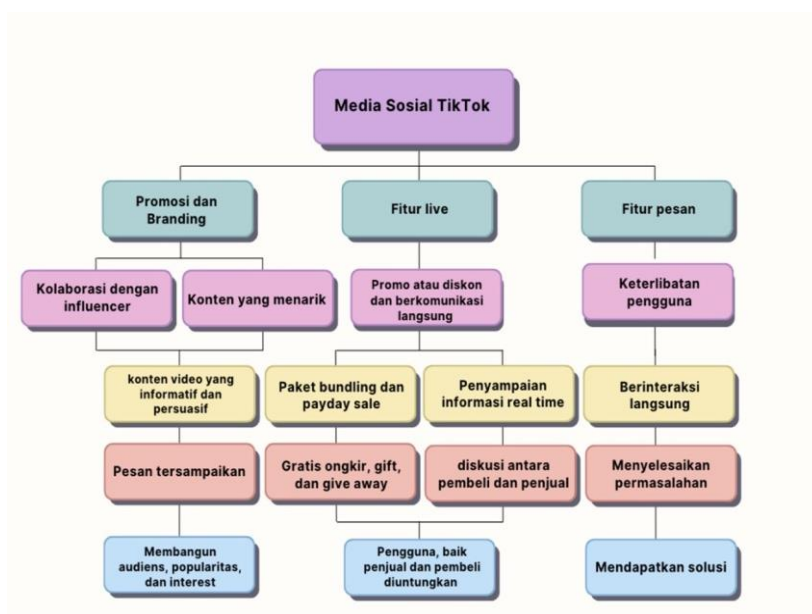
In the post, Somethinc also introduced and promoted its products with interesting and informative content. With the hope that the post can attract the attention of potential buyers. In the TikTok comment column of Somethinc, there is often interaction between consumers and official accounts that provide problem solving.

This is in accordance with the statement of an informant regarding the content on TikTok Somethinc which is a consumer attraction: *"Because Somethinc products always promote it through beautiful and famous influencers. I have also bought Somethinc products through the live shopping feature on TikTok, which is the attraction of Tiktok live shopping because there are many promos given to consumers during the live shopping so maybe many people choose to buy on TikTok Somethinc live shopping. The information obtained in TikTok live shopping is massive promotions, pay day sales, and rich information about many gifts if you buy on live*

shopping. So that's what makes it attractive because we get a lot of free products and the advantage of buying products through TikTok live shopping we can ask directly rich, for example we want to ask a product, for example about cushions, we can actively ask questions and answers with the host of Somethinc". (Based on the results of the Pelin interview, 2024)

According to teenagers in Cirebon City, especially 5 TikTok followers informant Somethinc, what is the attraction of Somethinc's product content is because of its detailed product explanations, collaborations with famous influencers, so that it attracts buying interest among teenagers.

In addition, Somethinc products also promote their products through the live shopping feature on TikTok so that teenagers know more information about Somethinc products that they want to buy so that they don't buy the wrong product and also through the live shopping feature Somethinc products offer bigger promos for buyers and hold free shipping bonuses, many teenagers also contact Somethinc through the message feature on TikTok to find information about Somethinc products.



**Figure 2.** TikTok social media as a promotional medium

It can be interpreted that promotion through TikTok social media has advantages over other promotional media, one of which is live shopping where in this live shopping you can interact directly, massive promos, payday sales, free shipping and gift distribution that are only available in TikTok live shopping.

Researchers can conclude that what makes TikTok social media a means of attracting buying interest is because of its interesting content accompanied by the support of influencers who help the process of conveying the message desired by business actors.

As well as the existence of a live shopping feature that makes the audience interested in buying because of the many promos, free shipping fees and discounts obtained, as well as live chat interactions that make it easier for consumers to solve their problems. So this feature is very helpful in increasing sales value.

### **Somehinc's Efforts in Attracting Buying Interest in TikTok Social Media**

One form of consumer behavior is the interest or desire to buy something, either in the form of products or services. Consumers of buying interest are potential consumers or commonly called potential buyers where this consumer has not made a purchase action and is likely to make a purchase in the future.

According to one of the teenage informants who follows TikTok products Somethinc said the following: "to attract interest, buy the first effort from the appearance of the influencer or not the brand ambassador, the second may be in terms of creativity in video and promo displays and many more". (Based on the results of Aziz's interview, 2024)

The results of the interview were also supported by Deswita's statement regarding the efforts made by Somethinc to continue to attract buying interest on TikTok social media: "maybe collaborate with famous TikTokers and provide discounts or special offers, and also follow the latest trends".

From the results of interviews with 5 teenage informants of Somethinc followers in Cirebon City, it can be concluded that they are interested in the promotional content of Somethinc products on TikTok because of

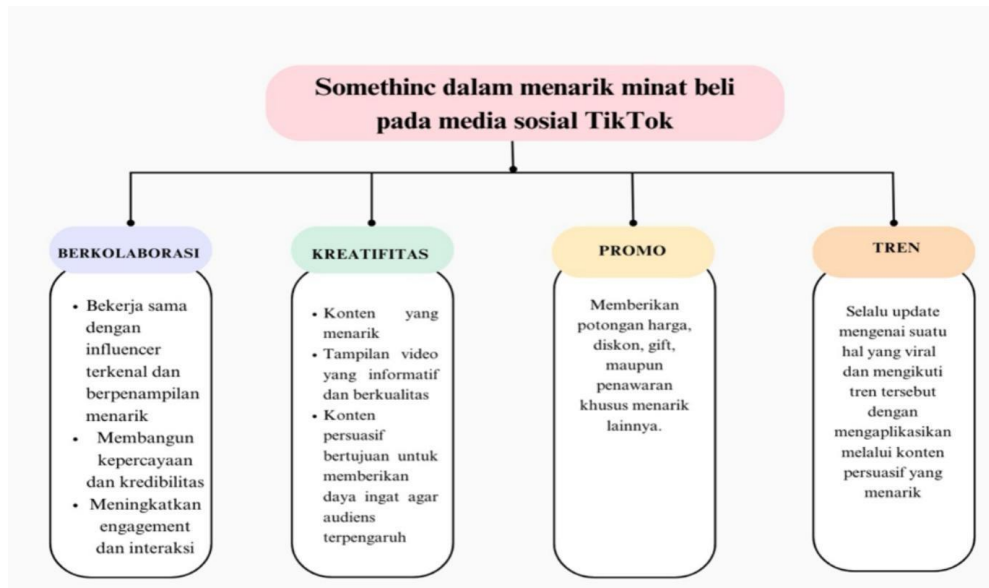
the very detailed promotional content about the product, affordable prices and many benefits. So that it makes buyers and potential buyers interested in finding out more about Somethinc products. Supported by a live feature that makes it easier for buyers and potential buyers to interact, this feature also provides bundling package offers, massive promos and high discounts that are rarely found in other promotional media, so this makes the encouragement of potential buyers to buy Somethinc products through TikTok. It is not uncommon for users of Somethinc products to recommend to their friends after seeing or buying this beauty product.



**Figure 3.** TikTok live streaming of Somethinc products

This is in accordance with the parameters for exploring buying interest, according to Ferdinand (2016), namely: (1) Exploration intention refers to the behavior of individuals who consistently seek information about a product they are interested in and actively seek information to support the positive properties of the product. (2) Preferential intention refers to a person's tendency to prioritize a particular product over other products. This preference can only be changed if there is a change in the preferred product. (3) Transactional intention refers to the tendency of individuals to carry out the purchase of a product. (4) Referential intention refers to the tendency of individuals to give recommendations to others.

To increase the buying interest of Somethinc products on TikTok, companies can use creative marketing communication strategies such as collaborations with well-known users, holding contests or challenges that engage users, and presenting relevant and engaging content to TikTok's audience. Additionally, careful ad targeting and the use of TikTok's interactive features can help increase the impact of their ads.



**Figure 4.** Something's efforts in attracting buying interest on TikTok social media

## CONCLUSION

TikTok social media has become a strategic media as a means of promotion in attracting interest in buying Something products. This is due to the attention of consumers in the form of informative content, on TikTok social media there are many attractive promos that make consumers interested in buying, and there is a message feature in TikTok social media that makes it easier for consumers to interact with business actors directly with the aim of getting solutions to obstacles. In addition, TikTok also has a live shopping feature that makes it easier for consumers to make a purchase. And there is a share feature that can share promotional content on TikTok with others.

The efforts made by Something to continue to attract buyers on TikTok social media are by implementing creative marketing communication strategies, Something continues to create interesting content, collaborate with influencers, always follow the latest trends, and hold promos. With this effort, it can form a psychological process experienced by consumers, such as the existence of attention or consumer attention when seeing or hearing about the promotion for the first time, such as seeing interesting Something product content on TikTok social media. Then it is marked by the existence of Interest or interest, consumers who find out about Something product details and the existence of attractive promo support. Next is the existence of Desire, because it feels that the product is in accordance with the needs and is supported by influencers who provide product reviews so that the level of interest of potential buyers is stronger and makes potential buyers want to try Something products. When the level of interest is getting stronger, potential buyers will take action or action, at this stage potential consumers buy Something products through the cart on TikTok social media. With the implementation of a marketing communication strategy, it is hoped that it can succeed in sales and strengthen purchase decisions because this is an effort to make the message conveyed effective.

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