



## The Popularity of TikTok and the Implementation of the AISAS Model on Marketing Communications Through TikTok

Anggun Sari Sasmita<sup>1</sup>, Nila Sartika Achmadi<sup>2</sup>

Politeknik Bosowa, [anggun.sarisasmita@politeknikbosowa.ac.id](mailto:anggun.sarisasmita@politeknikbosowa.ac.id), Indonesia<sup>1</sup>

Politeknik Bosowa, [nila@politeknikbosowa.ac.id](mailto:nila@politeknikbosowa.ac.id), Indonesia<sup>2</sup>

Received: 23-08-2021 | Revision: 13-11-2021 | Accepted: 15-12-2021

To cite this document:

Sasmita, AS. & Achmadi, NS., (2022) "The Popularity of TikTok and the Implementation of the AISAS Model on Marketing Communications Through TikTok", *Manajemen Bisnis*, Vol. 12, No. 01, pp. 62 – 76, <https://ejournal.umm.ac.id/index.php/jmb/article/view/17863/10803>

### ABSTRACT

*The development of social media use has increased during the Covid-19 pandemic. The existence of social like TikTok, it is hoped that it will be able to help entrepreneurs to continue their business. This study aims to find out what causes TikTok's popularity and how to implement the AISAS model in marketing communications through TikTok. Researchers chose literature review as a research method in this paper to look deeper into the phenomena that occur. The conclusion of this study shows that the popularity of TikTok is caused by fear of missing out, or the fear of missing the trend and not being able to engage in the conversations of people in the environment, the ease of downloading and sharing videos, the ease of using the application, interesting content and the opportunity to shorten the marketing funnel.*

**Keywords:** AISAS Model, Marketing Communications, TikTok, Social Media

### INTRODUCTION

Competition among business actors through social media has recently increased. Based on the 2019-2020 APJII survey, Indonesia experienced a significant increase from 64.8% in 2018 to 73.7% of the 266.91 million Indonesians who use the internet. One of the more popular social media is the TikTok application. TikTok itself is a music video application originating from China and created by ByteDance in 2016 (Hasiholan et al., 2020). In Indonesia, TikTok became known in 2017 but at the beginning of its appearance this application was rejected by several levels of society because the content presented

<sup>1</sup> [anggun.sarisasmita@politeknikbosowa.ac.id](mailto:anggun.sarisasmita@politeknikbosowa.ac.id)

<sup>2</sup> [nila@politeknikbosowa.ac.id](mailto:nila@politeknikbosowa.ac.id)

was in the form of dances accompanied by music and some negative content was reported to the Ministry of Communication and Information. The peak of rejection by the Indonesian people was in early 2018 which resulted in the blocking of the TikTok application by the Ministry of Communication and Information. However, the blocking did not last long because TikTok had made a cooperation agreement with Kominfo to clean up all videos that were reported by the public and carried out.

TikTok experienced development in Indonesia in 2020, precisely at the time of the entry of the Covid-19 pandemic. The existence of a government regulation to stay at home in order to stop the spread of this virus makes people spend a lot of time doing activities through their homes so that the intensity of internet use also increases. People began to fill and seek entertainment through social media accounts such as TikTok, not even a few who participated in creating interesting content to be watched by their social media followers.

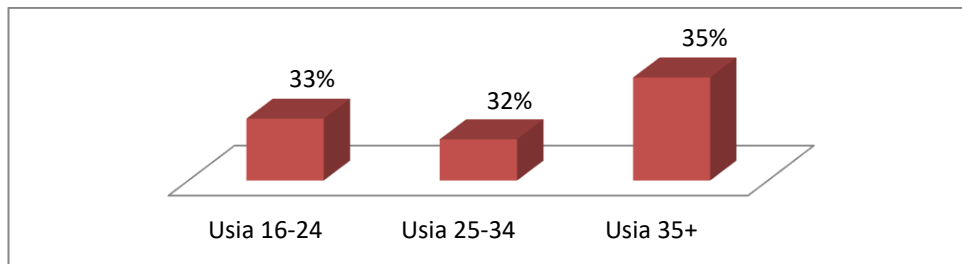
AISAS Model is an online consumer behavior model created by Dentsu, an advertising agency in Japan in 2005 (Sugiyama & Andree, 2011). AISAS Model comes from the words Attention (attention), Interest (interest), Search (search), Action (action) and Share (sharing). With the development of communication and information technology, this change in consumer behavior is changing towards being more digital or online. This AISAS model further explains that now consumers are more active in the online information search process (Search) after which it continues in the process of sharing the information obtained (Share) with people around them recognizing the experience of using a product, product or service that has been used. This is usually referred to as word of mouth (WOM). WOM has the principle that personal and known sources of information, such as information from friends or co-workers, tend to be positively received compared to information obtained through strangers. Thus this AISAS explains consumer behavior accurately from the previous model.

The growing use of TikTok has made UMKM or large businesses also enter TikTok to sell products or introduce their products. The popularity of TikTok during this pandemic is still the choice of entrepreneurs in marketing their products. The purpose of this article is to find out the causes of the popularity of TikTok and to know the implementation of the AISAS Model in marketing communications through TikTok.

## **LITERATURE REVIEW**

### **1. TikTok Users**

The largest TikTok users come from the millennial generation and generation Z. Rakhmayanti (2020) said that the dominant users of TikTok in Indonesia came from the millennial generation and generation Z. This generation mostly does online shopping and is more consumptive and impulsive (Gods & Sapphires, 2021). The role of social media for groups of teenagers who already have income has become part of daily life so that the information obtained is related to the interests of the social media users (Abdurrahim et al., 2019).



Source: (Kanta, nd)

**Figure 1.** TikTok Users

Kanta conducted a survey with a sample of 60,000 active users and obtained data on the age range of TikTok users. Although the majority of TikTok users are from the age of 16-34, there is a large number of users in the age range of 35 years and over.

TikTok has promotional features that can be used by business actors at a fairly affordable cost. Business actors can create content in the form of storylines, videos or photos that can be advertised through TikTok. There are 3 types of promotions offered by TikTok in accordance with the targets desired by business actors based on those listed on the TikTok application as follows:

*a. More video views*

Is a type of promotion that focuses on the number of viewers for the content you want to promote. In this service menu, users can select the desired criteria or target audience and automated services from TikTok. To use this promotional service, you will be charged Rp. 30,000 per day with an estimated video view of approximately 5122 viewers.

*b. More website visits*

For this type of promotion, it is more focused on the number of viewers who will visit the official website of the product being marketed. In this service, there are action button features in the form of complete reading, shopping, registering, contacting us, submitting, ordering now. These features can be selected according to the needs of marketers. To register for this service will be charged Rp. 15,000 per day.

*c. More Followers*

For business people who want to increase the number of their account followers, this type of service can be an option. This service will show an estimated promoted video of approximately 2561 views at a cost of IDR 15,000 per day.

## 2. AISAS Model

Consumer behavior at this time makes the flow of information more quickly conveyed. The emergence of technology-based social media allows consumers to find detailed information about the products they want to buy or consume via the internet instead of coming directly to the product store. Purchasing decision making in the digitalization era encourages consumers to seek more information through the internet (Adlan & Indahingwati, 2020). Thus Dentsu Inc created the AISAS Model which describes how consumers behave in buying services through online media. The AISAS model in Sigiyama and Andree's 2011 book is based on the words Attention, Interest, Search, Action and Share.

The AISAS Model is known for its widespread use of the Internet. AISAS focuses more on the use of products, both in the form of goods and services, especially through the internet (Wirawan & Hapsari, 2016). Attention is defined as consumer behavior when viewing and paying attention to products or services advertised through social media. Interest is defined as consumer behavior that shows an interest in products or services advertised through the internet or social media. Search is defined as consumer behavior seeking more information about products or services advertised via the internet or social media. Action is defined as the behavior of consumers who make purchases on products or services advertised online. Share is defined as the behavior of consumers who share information in the form of their experiences, after using products or services to others via the internet or social media (Dewanti, 2019).

In a series of AISAS processes that will occur are not always sequential, one or two parts of the process may be skipped. Consumers can just make a purchase immediately after seeing an advertisement on the internet and write down the uniqueness of the product in the comments/testimonials section or upload it on social media, this process has entered the sharing stage and after that it can return to the attention or search process. So it can be said that the AISAS model is not a linear process but a cycle of consumer behavior at this time (Sugiyama & Andree, 2011). The involvement of brand ambassadors also has an important role in encouraging consumers to buy products through the variables in the AISAS Model (Virginia & WIjaya, 2020).

Based on previous research, every aspect of this AISAS model has a relationship. Attention variable affects Interest while interest variable affects search variable. It is further explained that the search variable affects the action variable (Ramadhani et al., 2019). In another study, it was found that there was a positive and significant effect of social media on Attention, Interest, and Search (Fannani et al., 2020).

### **3. Social Media Marketing Communication**

Marketing communication is a means by which companies seek to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. The word "Marketing Communications" has two main elements, namely: Communication is the process by which thoughts and understandings are conveyed between individuals, or between organizations and individuals. Communication is the process of delivering messages which are the sender's ideas or information through a medium to the recipient in order to be able to understand the sender's intent. Marketing is a set of activities by which companies or other organizations transfer values (exchanges) of information on products, services and ideas between them and their customers (Firmansyah, 2020).

According to Kaplan and Haenlein, social media is part of an internet-based application that builds the ideology and technological design of web 2.0 that allows to shape and change content (Rizal, 2019). According to Druty in Rizal, 2019 states that for social media marketing is as a process that empowers individuals and companies to promote their websites, products or services online and through social channels to communicate with a much larger community that is not possible through advertising channels. traditional.

Strauss and Frost explain the definition of integrated marketing communication as an inter-functional process in planning, implementing, monitoring marketing communications designed to gain profit. Profit is achieved by acquiring, retaining, and growing customers (Prasetyo & Rachmawati, 2016)

## RESEARCH METHOD

The researcher chose literature review as the research method in this paper. This is based on the purpose of writing which is to analyze the causes of the popularity of TikTok and how to implement the AISAS model in marketing communications through TikTok. According to Snyder, literature review is a research methodology that aims to collect and extract the essence of previous research and analyze several expert reviews written in the text and conclude that literature review has a role as a foundation for various types of research because the results of the literature review provide an understanding of developments. knowledge, a source of stimulus for policy making, sparks the creation of new ideas and is useful as a guide for research in a particular field (Snyder, 2019).

This researcher chooses a semi-systematic approach to conducting a literature review. This is as suggested by Wongeta in Snyder that semi-systematic is often called a narrative review approach. This approach is designed for themes that have been conceptualized differently and studied differently by different groups of researchers from different disciplines. Semi-systematic review can be an option if the research objective wants to study a broader topic, a topic that has been conceptualized differently and studied in various fields of science (Nurislaminingsih et al., 2020). This approach guides researchers to map theoretical approaches, themes and knowledge gaps in the literature.

The stages of the literature review the author does are:

- Stage 1: After choosing the theme and research objectives, the researcher then chose a literature review to get an explanation about the development of using TikTok as a promotional media, most of which came from existing knowledge.
- Stage 2: Conduct a review by following up on the points written in stage 1 by carrying out the literature analysis process one by one according to the details of stage 1. At this stage a literature sample has been selected. After deciding the objectives, detailing the research questions, and selecting the type of approach, the researcher carried out the process of selecting and sorting the articles that had been collected. The researcher checks the suitability of the title or abstract in each literature to match the research objectives. Then the researcher saves various articles that are considered the most appropriate to the research theme. Next, carefully read all the writings from each literature and decide which articles will be used as research material. Selected journals, books, non-research articles from the official website.
- Stage 3: Analysis of activity points by sorting out the information that needs to be discussed, comparing the information in the article, reviewing and ensuring the quality of the literature analysis process (having answered research questions or not), deciding how to write the results of the analysis to suit the research objectives and after selecting the literature , the researchers took the essence of each journal, book, non-research article from the official website of the institution in order to obtain an explanation of the popularity of TikTok and how to implement the AISAS Model in marketing communications through TikTok.
- Stage 4: Write a review by describing the results of the literature analysis in accordance with the research objectives, providing a clear description so as to answer the research questions. In accordance with the characteristics of the semi-systematic review approach that we chose, then the results of our analysis are presented in the form of a narrative that describes the popularity of TikTok and how the AISAS model is implemented in marketing communications through TikTok.

## **RESULT AND DISCUSSION**

### **Cause of TikTok's Popularity**

#### **1. Fear of Missing Out**

TikTok won the title as the application with the most downloads in 2020 and reached 850 million downloads. Based on data from July to October 2020, TikTok gains an additional 14.3 million active users every month. If this growth occurs consistently over the next 13 months, then TikTok is expected to gain more than one billion active users worldwide. This application received the title of "Highest Grossing App" or the application that has the highest profit value according to Apptopia (Stephanie, 2021).

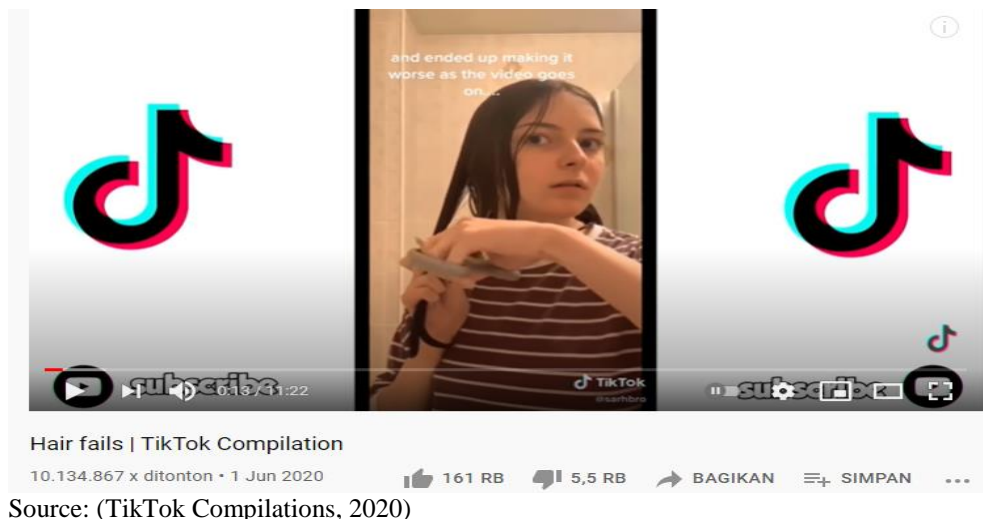
The high number of TikTok downloads can be explained by the phenomenon of FOMO (Fear of Missing Out). In an article published in The New York Times, the FOMO phenomenon makes people feel that other people around them have become part of something together while that person is not involved. In the case of TikTok, a social media user can see a video that is unique and has a TikTok logo with a song that has never been heard before, featuring people who have never been seen before and with advertisements that are spread across various other social media. These things encourage curiosity and make users feel left out of the world around them if they don't take part (Herrman, 2019).

Generation Z who are the main users of TikTok experience this fear, namely the fear of being left behind with the surrounding environment. Another thing that drives the fear of missing out is because of the various trends that easily emerge and go viral on TikTok so that with more and more people sharing and talking about it, people who are not yet active users will feel uninvolved and will eventually be encouraged to become users.

#### **2. Ease of Downloading and Sharing Videos**

Unlike other social media applications such as Instagram, Facebook, YouTube, and Twitter which require users to have other additional applications to download videos, TikTok provides a "save video" button that allows users to download videos directly from the application. This is of course possible if the video owner allows other people to save videos that have been uploaded via TikTok.

Not only the ease of downloading videos, TikTok provides the convenience of sharing other people's videos across platforms, for example directly sharing via WhatsApp, WhatsApp Status, Facebook, and Instagram. With this convenience, more and more people are seeing TikTok watermarks on videos shared through other social media apps which arouse curiosity and want to try. Social media users can easily download videos on TikTok and combine them with several similar videos to reshare on YouTube so that they become one video with a longer duration. Figure 2 shows an example of a video compilation that has more than 10 million views. This view is very high compared to the number of subscribers from the YouTube channel that broadcasts it, which is 218,000 subscribers.



**Figure 2.** TikTok Compilation Videos on YouTube

Still in the same report, 47 percent of users said they were tempted to buy something after watching content on TikTok. Meanwhile, 67 percent of users say that TikTok inspires them to buy things they didn't plan to do before. According to the report, 42 percent of TikTok users are young people (Generation Z) with an age range of 18-24 years. The results of this research also say that the average user spends 89 minutes a day accessing the TikTok application. Also read: Xiaomi Boss Moves to TikTok Compiled by KompasTekno from Phone Arena, Monday (19/4/2021), 80 percent of users say that TikTok is the most entertaining platform. The TikTok phenomenon is not only popular in its home country of China, but also throughout the world, including in Indonesia. As Statista reports, As of February 2021, TikTok's daily active users globally are estimated at 35.28 million users, both iOS and Android. Social media TikTok also became one of the most popular applications during 2020. Based on Apptopia data, TikTok became the most downloaded application in 2020. The total reached 850 million downloads. In addition, TikTok also took first place in Apptopia's "Highest Grossing App" category, beating Tinder, YouTube, Disney Plus, and so on (Stephanie, 2021)

### 3. Ease of Using the App

TikTok has an easy-to-use interface so users can choose songs and various effects to use directly from the TikTok application (Yang et al., 2019). Unlike YouTube, which is also a medium for sharing videos, TikTok does not require users to create videos through other applications before uploading them to YouTube. There are various effects that can be used directly through the TikTok application so that anyone can create interesting videos and have the opportunity to share them again with others.

In addition to effects that can be used to beautify videos, there are also features such as duets and stitches that users can use directly to react or collaborate with other users in making videos. The duet feature allows users to display a video along with the video that will be the target of the duet. The stitch feature allows users to provide an overview of the video that is the stitch target and then continue with the user's video.

Another feature that causes the popularity of the TikTok application is the ease of using sounds that have been previously uploaded by other people in the videos that users will create. After that, all TikTok users can see all the videos uploaded using the sound.

#### 4. Interesting Content

With a variety of interesting features and easy to use, TikTok produces interesting content. TikTok is also the originator of the challenge trend that encourages users to make various videos in order to meet the challenges that are currently viral. One of the most viral video challenges in 2020 is the Wipe Challenge uploaded by Hollywood celebrity Will Smith. The video has been viewed 260.7 million times. In addition to the video challenge, the most popular video recorded in 2020 was the video uploaded by Bella Poarch from the United States. Bella uploaded a lipsync video for Millie B's song M to the B. The Bella Poarch lipsync video has been watched 530 million times and liked by 43.3 million people (Stephanie, 2020).

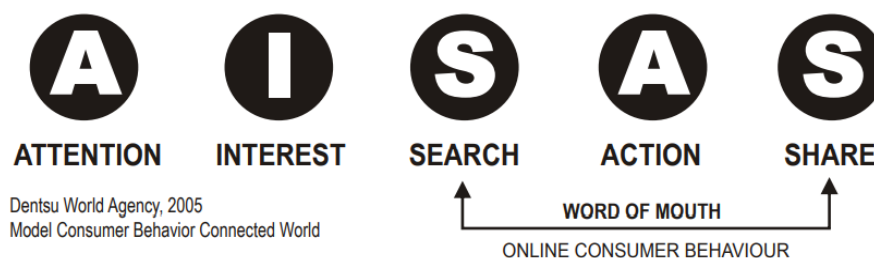
#### 5. Opportunity to Shorten Marketing Funnel

Social media is one of the most effective and affordable media in introducing products to the public. TikTok is one of the social media that is currently developing in Indonesia. By creating interesting content through TikTok, you can provide adequate information without requiring high costs, a lot of labor and can be done in a short time. Promotion through social media can include advertising, sales promotion, direct marketing, personal marketing and public relations (Gods & Sapphires, 2021)

In 2019, the TikTok application has been downloaded 1.65 billion times and has been installed on electronic devices for 738 million times (Gods & Sapphires, 2021). Based on these data, TikTok has become a popular and growing social media application. The development of the TikTok application provides an opportunity for entrepreneurs or marketers to promote their products. This is evidenced by the number of advertisements that have started to appear and online shops that have started marketing their products through TikTok content. The use of digital content is not a little that makes their products sell well in the market. Moreover, during the Covid-19 era, the intensity of the internet has also increased so that marketing products on social media is one of the new habits for entrepreneurs.

The popularity of TikTok is not only among general users, but also among businesses. One reason is the opportunity to shorten the marketing funnel. The marketing funnel is the percentage of the potential target market at each stage in the decision-making process, from being aware to being very loyal. Consumers must go through every stage before becoming loyal customers (Kotler & Keller, 2012). TikTok can now build brand awareness and intent. New and innovative features from TikTok are expected to reduce the gap between awareness and purchase and now TikTok has started to be at that stage (Kanta, nd).

#### Implementation of AISAS Model on Marketing Communication Through TikTok



Dentsu World Agency, 2005  
Model Consumer Behavior Connected World

Source: (Kasmana, 2020)

**Figure 3.** AISAS Model



Before the digital era, interactions between products or brands and consumers were generally described by the AIDA (Awareness, Interest, Desire, Action) and AIDCA (Attention, Interest, Desire, Conviction, Action) models. Memory, Action). In the digital era, the model had to go through various adjustments until Dentsu in 2005 introduced AISAS as a more precise marketing communication channel (Kasmana, 2020). One of the main components of the AISAS Model is Attention, which is when consumers see a product for the first time, then Interest appears. Interest or consumer interest in the products offered causes search activities or looking for information which then ends with making a purchase (Action). This model is closely related to the habit of sharing various things with others (Akbar, 2019).

*Attention* and interest can be done offline using advertising media such as television, banners, or billboards or online through social media. In general, advertisements do not enrich AISAS (Attention, Interest, Search, Action, Share) and advertisements should contain clear information and motivate customers to search and share (Amaly & Hudrasyah, 2012).

However, in the AISAS model, the last three steps, namely search, action, and share, are typical of online users and are the embodiment of word of mouth. This article will focus on explaining how the AISAS model can be implemented through TikTok for marketing communication activities.

## 1. Attention

*Attention* is to ensure that the campaign or advertisement created can get the attention of the target market (Kasmana, 2020). Sugiyama and Andree (2011) state that attention is consumer behavior when viewing advertised products (Dewanti, 2019). It can be concluded that at this attention stage, the main purpose of a marketing campaign is to get the attention of the right consumers, namely the target market of the product or brand.

TikTok as one of the social media that has the ability to create various viral content has great power to grow attention. Popular content on TikTok that can be adapted by products or brands is entertainment content and educational content.

Natur-E is one of the brands that has successfully conducted marketing communication campaigns on TikTok. TikTok For Business (2021) describes the success of Natur-E as one of the brands from Indonesia with success equivalent to brands from outside Indonesia. The marketing campaign carried out is one form of marketing communication in the form of the Branded Hashtag Challenge which allows Natur-E to introduce the latest jingle through a dance challenge using the hashtag #MulaiDari100. More than one million users engaged in this challenge and generated more than 2.79 million videos. The video provided Natur-E with 554 million engagements across all videos with a total of 4.68 billion views.

One of the tangible evidences of the attention that TikTok users have shown towards the campaign being carried out is by watching the video until the end. Although the duration of TikTok videos is very short, users can skip videos with a single scroll. By displaying interesting content, the product or brand can get the user's attention and make the user watch the video until the end. Several ways can be done to get the attention of users, among others, by working with TikTok influencers so that users will be interested in seeing new content created by influencers. There are several choices of influencers for products or brands (Simpson, 2020):

- a. *influencer* who have a large number of followers or have an active audience for engagement;

- b. *influencer* who have previously worked with similar products or brands;
- c. *influencer* who are active in the same industry, such as fitness, beauty, lifestyle, home, and so on.

In addition to utilizing the services of influencers, products or brands can form teams to create their own TikTok content. Some things to consider when creating your own TikTok product or brand content are (Simpson, 2020):

- a. *Authenticity*. Generally, users make videos using their respective mobile phones and natural lighting. This approach can also be used.
- b. *Faces*. In TikTok videos, users prefer to see people rather than just objects.
- c. *Magic Ingredients*. In making TikTok videos, elements such as pets, children, food, tips are examples of magic ingredients that are liked by many users in general.
- d. *Comedy*. Users choose TikTok to distract themselves, so comedic elements can be used to make users laugh.
- e. *Relatability*. Users watch, share, and like content that is understandable and relevant (relatable) to the user's life journey.
- f. *Challenges*. TikTok users like challenges and have a tendency to participate in preferred challenges as a form of entertainment.

## **2. Interest**

In the interest stage, the user has shown interest in the advertised product (Dewanti, 2019). After watching various videos on TikTok, the next step that can be expected by the product or brand carrying out a marketing campaign is interest. This interest is not only in the video being watched, but also in the product or brand.

Interest in a product on TikTok is also often referred to as "TikTok poison" which describes that TikTok becomes like a poison that makes the user's mind attracted to the product. The term "TikTok poison" refers to products that have received positive reviews from influencers or casual users but in large numbers.

In an effort to build interest, a product or brand must convey RTB (reason to believe). RTB is an attribute or benefit that can be proven or demonstrated in terms of points-of-parity and points-of-difference (Kotler & Keller, 2012). Through videos uploaded on TikTok, a product or brand can show users evidence or features that can be a reason for users to believe in the benefits offered. A coffee shop can provide RTB by showing a certificate of competence for the barista serving customers.

Dear Me Beauty is one of the beauty product brands from Indonesia that has achieved a level of success on par with international brands on TikTok. Advertisements made through TikTok show videos of users using Dear Me Beauty products, product reviews videos, and display the end result of using the product on the user's face. This provides a reason to believe for users which in the end is expected to cause an interest.

## **3. Search**

In the search stage, users will look for more information about the product or brand (Dewanti, 2019). Users at this stage are more active in seeking information themselves, not just receiving information from product providers. In advertising videos on TikTok, products or brands can take advantage of the CTA (Call to Action) button which allows users to learn more about the product by linking the video to the official website.

Searching through TikTok can be done using the right hashtags so that users can find information that is relevant to the product. Another uniqueness of TikTok is the

opportunity for product providers to take advantage of one of the advertising features, namely the Branded Hashtag Challenge. This feature allows users from all over the world to get involved in marketing campaigns by leveraging hashtags from brands. The average engagement of this feature is 8.5%.

Not only searching with hashtags, users can also search for experiences, reviews, or parodies from other users by searching through sounds that have been uploaded on TikTok. By pressing the sound, the user can see all other users using the same sound. Although it doesn't always provide relevant information, this sound search provides an interesting experience for the user.

At this stage, TikTok cannot fully function as a search engine. The function of the most important search engine in the world is still occupied by Google, followed by YouTube. With more than 3 million searches per month, the number of searches through YouTube exceeds the total number of searches by combining the number of searches from Bing, Yahoo, AOL and Ask.com (Wagner, 2017).

#### 4. Action

In the action stage, users are willing to buy the products offered (Dewanti, 2019). At this stage, the user has acted and created a real experience that involves direct interaction between users and sales channels, buying and selling transactions, shipping, consumption, to after-sales service. Product providers must ensure that users have a positive experience that matches and exceeds consumer expectations (Kasmana, 2020).



Source: Author's Documentation

**Figure 4.** Lazada Ads on TikTok

As discussed earlier, TikTok provides a call to action button for product providers so that users can take the desired action. This stage must utilize the button according to the expectations of the marketing campaign being carried out. In Figure 4, Lazada provides a call to action in the form of Shop now. When the user selects the button, the

Lazada application that has been installed on the user's mobile device will automatically open. If the user does not have the Lazada application, then the button will direct to Google Play or the Play Store so that users can download and install the Lazada application.

The Lazada ad in Figure 4 is an example of TikTok's In-Feed Ads. This feature allows ads to appear in the middle of a user's currently open feed. If the video is interesting and fits the theme that the user is interested in, the fact that the video is an advertisement can be overlooked by the user. This is very beneficial for product or brand providers who advertise on TikTok.

## 5. Share

The share stage is the stage that allows users to share experiences with other users (Kasmana, 2020). TikTok is an app that really supports this stage. Here are some reasons why TikTok supports the share stage:

- a. Ease of saving videos and sharing videos both through TikTok and other social media such as WhatsApp, Facebook, and Instagram. Unlike other social media, TikTok does not need an additional application to save videos that have been uploaded by other users.
- b. Exciting features like Duet and Stitch that make the video sharing experience even more interesting. Sharing videos is not just sharing videos, but users can comment or give reactions through these two features. With the possibility for Duet and Stitch videos, there is a lot of variety in re-sharing videos. It also makes it easier for users to share experiences by continuing the experiences of others through the Stitch feature or reacting to the experiences of others or themselves through the Duet feature.

AISAS has a sequence, namely: Attraction, Interest, Search, Action, Share. TikTok has the opportunity to shorten these stages by speeding up each stage until it reaches the last stage, which is sharing. This is one of the advantages of TikTok. Users who are interested in uploaded videos quickly go through the attraction stage to interest. This is also supported by the fact that with a short video duration, if the service provider can attract users within a few seconds, then interest will appear.

After going through the interest stage, one of the trends on TikTok that encourages users to immediately complete the search, action, and share stages is the desire to be involved in conducting product reviews or completing challenges held by product providers. Since the majority of TikTok users are young, like to try new things, like online shopping and are more consumptive, this process will happen more quickly coupled with the motivation to make reviews as one of the content.

Another thing that makes AISAS a model occurs in a shorter time span on TikTok because TikTok's algorithm allows everyone to appear on the For You Page, unlike other social media such as YouTube which requires a channel to have enough subscribers and views before it can appear on other users' feeds. This encourages users to be more enthusiastic about making videos, including product reviews that require users to buy and share their product experiences.

## **CONCLUSION**

### **Conclusion**

The popularity of TikTok is due to the fear of missing out, or the fear of being out of trend and not being able to engage in the conversations of the people around you, the ease of downloading and sharing videos, the ease of using the application, interesting content and the opportunity to shorten the marketing funnel. The implementation of the AISAS Model in marketing communications through TikTok is the Attraction and Interest stage where users are more passive and receive information from product providers while the Search, Action, Share stage allows users to be more actively involved.

### **Limitations**

This article has limited methods that can be developed to conduct further research. This research uses literature study in data collection. Further researchers can develop this paper into quantitative research by involving a wider sample to better understand the implementation of the AISAS Model in marketing communications through TikTok.

### **Research Implication**

The implications of this research are in the form of practical implications that allow product providers and brand owners to start conducting marketing communications through TikTok using the AISAS Model. The opportunity to shorten the duration of each stage on the AISAS Model through TikTok is an opportunity that product providers and brand managers should take advantage of.

## **REFERENCES**

- Abdurrahim, MS, Najib, M., & Djohar, S. (2019). Development of AISAS Model to See the Effect of Tourism Destination in Social Media. *Journal of Applied Management (JAM)*, 17(1), 133–143. <http://dx.doi.org/10.1002/0A21776/ub.jam.2019.017.01.15>
- Adlan, H., & Indahingwati, A. (2020). AISAS Model Analysis of Purchase Decisions in the Use of SEO (Empirical Study of Consumers in Surabaya). *Journal of Management Science and Research*, 9(1), 1–15.
- Akbar, BMB (2019). Application of AISAS and Guerilla Strategy to the Success of Agricultural E-commerce. *Journal of the Businessman: Business Research and Management*, 1(2), 41–54.
- Amaly, L., & Hudrasyah, H. (2012). Measuring Effectiveness of Marketing Communication Using AISAS ARCAS Model. *Journal of Business and Management*, 1(5), 352–364.
- Dewa, CB, & Safitri, LA (2021). Utilization of Tiktok Social Media as a Promotional Media for the Culinary Industry in Yogyakarta During the Covid-19 Pandemic (Case Study of TikTok Javafoodie Accounts). *Treasures of Science: Journal of Tourism and Culture*, 12(1), 65–71.
- Dewanti, P. (2019). The Effectiveness of the AISAS Model in Marketing Communication on Instagram Promotion Features [High School of Economics, National Hero Family Foundation]. [http://repository.stieykpn.ac.id/743/1/JOURNAL\\_Putri\\_Dewanti\\_-](http://repository.stieykpn.ac.id/743/1/JOURNAL_Putri_Dewanti_-)

221700568.pdf

- Fannani, SI, Najib, M., & Sarma, M. (2020). The Effect of Social Media Toward Organic Food Literacy and Purchase Intention with AISAS Model. *Journal of Management & Agribusiness*, 17(285–293).
- Firmansyah, A. (2020). *Marketing Communications*. IKAPI No. 237/JTI/2019.
- Hasiholan, TP, Pratami, R., & Wahid, U. (2020). Utilization of Tik Tok social media as a campaign media for the handwashing movement in Indonesia for the prevention of Corona Covid-19 1). *5(2)*, 70–80.
- Herrman, J. (2019). How TikTok Is Rewriting the World. *The New York Times*. <https://www.nytimes.com/2019/03/10/style/what-is-tik-tok.html>
- Lens. (nd). The Power of TikTok. <https://www.tiktok.com/business/library/the-power-of-tiktok.pdf>
- Kasmana, K. (2020). AISAS Communication Flow Model and Other Models. [https://repository.unikom.ac.id/66536/1/Alur AISAS .pdf](https://repository.unikom.ac.id/66536/1/Alur%20AISAS.pdf)
- Kotler, P., & Keller, KL (2012). *Marketing Management* (E. Svendsen (ed.); 14th ed.). Pearson Education Inc.
- Nurislaminingsih, R., Rachmawati, TS, & Winoto, Y. (2020). Reference Librarian as Knowledge Worker. *Anuva*, 4(2), 169–182.
- Prasetyo, H., & Rachmawati, I. (2016). AISAS ANALYSIS (ATTENTION, INTEREST, SEARCH, ACTION, SHARE) ON ASUS ZENFONE USERS IN INDONESIA. *E-Proceeding of Management: Vol.3, No.3*, 2766.
- Ramadhani, AD, Triyanto, A., & Muhammad, IF (2019). THE EFFECT OF E-MARKETING WITH AISAS MODEL (Attention , Interest, Search, Action , Share) ON INVESTMENT DECISIONS IN FINTECH SHARIA. *Journal of Islamic Banking and Economics*, 7(2), 47–57.
- Rizal, VZ (2019). Instagram Social Media Marketing Communication at Celebrity Cake Shop Bandung Makuta (@Bandungmakuta) on Brand Awareness. *Inter Komunika : Journal of Communication*, 4(1), 75. <https://doi.org/10.33376/ik.v4i1.291>
- Simpson, J. (2020). Why Your Business Should Be On TikTok (And Four Types Of Content To Promote Your Brand). *Forbes*. <https://www.forbes.com/sites/forbesagencycouncil/2020/07/23/why-your-business-should-be-on-tiktok-and-four-types-of-content-to-promote-your-brand/?sh=13459180172b>
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104(March), 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Stephanie, C. (2020). Here are the 10 Most Viral TikTok Videos Throughout 2020. *Kompas.Com*. <https://tekno.kompas.com/read/2020/12/07/08270027/inilah-10->

video-tiktok-paling-viral-sepanjang-2020?page=all

Stephanie, C. (2021, April 19). Number of Monthly Active Users of TikTok Revealed. Kompas.Com. <https://tekno.kompas.com/read/2021/04/19/14020037/sum-user-active-bulanan-tiktok-terunjuk?page=all>

Sugiyama, K., & Andree, T. (2011). The Dentsu Way.

TikTok Compilations. (2020). Hair fail | TikTok Compilation. <https://www.youtube.com/watch?v=SQvuE0zYGEg>

TikTok For Business. (2021). Natur-E Promoting a New Skincare Brand Jingle with a Branded Hashtag Challenge. <https://www.tiktok.com/business/en-US/inspiration/320>

Virginia, & WIjaya, LS (2020). AISAS Model Analysis of the “BTS Effect” as a Brand Ambassador and Influencer. *Journal of Communication*, 11(2), 93–100.

Wagner, A. (2017). Are You Maximizing The Use Of Video In Your Content Marketing Strategy? Forbes. <https://www.forbes.com/sites/forbesagencycouncil/2017/05/15/are-you-maximizing-the-use-of-video-in-your-content-marketing-strategy/?sh=3c3698893584>

Wirawan, FW, & Hapsari, PD (2016). AISAS Model Analysis of Product Placement in Indonesian Films: Case Study: Culinary Brands in the Film What's Up With Love 2. *Jurnal Rekam*, 12(2), 69–81.

Yang, S., Zhao, Y., & Ma, Y. (2019). Analysis of the Reasons and Development of Short Video Application Taking Tik Tok as an Example. 9th International Conference on Information and Social Science. <https://doi.org/10.25236/iciss.2019.062>