The Marketing Power of TikTok: A Content Analysis in Higher Education

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ABSTRACT

Nowadays, social media is a common thing for every generation. Aside from entertainment and education, there are numerous business applications for this technology. By using social media, marketers can display their products in creative ways, such as creating videos. One of the most popular social media is TikTok. The research aimed to achieve more profound effects of TikTok for promoting higher education. The research applied a qualitative description by analyzing the content of a TikTok account (@uhamkapmb). Data were taken from the contents from August to October 2021. Then, the research calculated views, comments, likes, profile views, and video views of the contents and analyzed them. Supplementary, to evaluate @uhamkapmb's TikTok account, the researchers shared surveys about customers' satisfaction with the contents. The respondents were prospective and current students of UHAMKA with an age range of 18 to 25 years. Around 100 respondents were observed, and the data were processed using MS Excel. The result shows a significant increase in September (19.077,84) which is more than in August (6.941,42) and October (8.690,2) 2021. Moreover, the famous content of @uhamkapmb is re-registration. In addition, the customers agree that @uhamkapmb's contents are already complete, precise, easy to reach, and interesting.

Keywords: marketing power, TikTok, content analysis, higher education

INTRODUCTION

In this digital era, social media is a common thing that every person efficiently uses and is accessible through their devices. Many industries can benefit from it, including the business field. One of the business fields is digital marketing. It is a term used in business and economics to describe new ways to market products. This new way uses social media to serve as a venue for manufacturers and consumers to exchange information. Similarly, social media can connect customers with marketers using richer media for a broader reach (Sashi, 2012). It can also allow customers and marketers to exchange information about the product sale. This new interaction changes the traditional communication between marketers and customers.

In addition, the new marketing media offers social media as one of their marketing tools that focus on bringing information, photos, videos, and other product content to the customers (Ashley & Tuten, 2015). One of the most popular social media is TikTok, which is developing rapidly now. This efficient app was downloaded over 738 million times in 2019 and has climbed to 1,9 billion. Now, it is in many countries and languages. Moreover, the number of TikTok users increases rapidly year by year, and the monthly number of active users is more than 800 million. Around 41% of the users are between 16 and 24 years old and spend 52 minutes on average a day using this application (Ma & Hu, 2021). Seeing the number of active users in TikTok, this application can be a potential social media for marketers to approach and attract consumers. TikTok includes valuable aspects, such as videos that everyone can view, like, and comment on to introduce or sell a product or service by an influencer or marketer (Anderson, 2020).

Based on the results obtained from TikTok

analysis data, the information content can show up with various current trends or podcasts. TikTok, in this case, has become one of the most effective social media platforms in terms of promoting and providing information about campus registration programs. TikTok was ranked sixth in 2019 among other social media applications, such as Instagram, YouTube, and Twitter (Presley et al., 2022).

TikTok is the cheapest and most enjoyable tool for creating excellent marketing content for digital marketing purposes. It can promote and show product activities in a broad range of digital marketing without wasting money (Yosep et al., 2021). The platform is not only created to promote the product but also to build a network with other people, which is essential for marketers and customers. Hence, they can interact and communicate using features such as comments and direct messages (Rangaswamy et al., 2020). Moreover, according to Su, Baker, Doyle, and Yan (2020), TikTok is also used by influencers or sports practitioners to interact with their fans and promote their products.

In addition, people had to be creative in making TikTok content. The usage of TikTok to display and sell items offered for digital marketing objectives, according to specific sources, can be beneficial. For example, one of the products that participate in marketing in TikTok is e-cigarettes (vape), which makes it appear like no age limits (Sun et al., 2021). It creates the information for e-cigarettes in positive, neutral, and negative ways with 63%, 24%, and 13%, with various themes, respectively. This marketing content is in third place with 29% on TikTok. In addition, bodybuilders also try TikTok as their online branding strategy and an effective online medium for athletes (Mou, 2020). The movement of endorsement of sports goods has also become a very trending thing (Jaffar, Riaz, & Mushtaq, 2019). People can use it to share athletes' activities not won through games or interviews. One of the ways to trigger the video is by sponsoring the trending athletes. Moreover, TikTok serves as a platform for athletes to showcase their self-image and allows fans to interact and engage with athletes (Haenlein et al., 2020).

The large number of active users and downloaders of TikTok shows that TikTok is popular and becomes an ideal platform for digital marketing. The digital marketing with TikTok has a positive impact on consumers and marketers. However, TikTok experiences a lot of controversies. Therefore, the challenge of this popularity is an increase in the latest security system and requires more specific supervision. So, marketers easily create a content video to market their product, and consumers can quickly get information related to the product they want to buy. Then, many references only focus on the effectiveness of TikTok as social media for marketing without exploring more about marketers' and customers' satisfaction with TikTok. This factor is an essential thing that investigates deeper the effectiveness of TikTok. Hence, it makes the research a reflection of TikTok in digital marketing.

Some previous studies have explored TikTok for marketing purposes. Li, Xu, Song, and He (2020) mentioned that marketing for tourism relied on TikTok to promote its destinations. TikTok enabled marketing strategies like showing videos of beautiful destinations and local foods. Thus, these marketing strategies got a positive response from consumers. From culinary, Van der Bend, Jakstas, Van Kleef, Shrewsbury, and Bucher (2022) stated that marketers used TikTok to attract adolescent users because most users of TikTok were teenagers. They could gain exposure to culinary marketing. Then, Li, Guan, Hammond, and Berrey (2021) reviewed the video related to COVID-19 by using hashtag and code scheme, which focused on the user engagement, video format, video type, and video content quantitatively. Thus, they stated that using more hashtags would make the videos more likely to promote user engagement.

Moreover, Basch, Yalamanchili, and Fera (2022) analyzed 100 English language videos regarding climate change on TikTok. He analyzed the video using the climate change hashtag. At the time of the study, the video got 653,7 million views. Thus, he also saw each video, comment, and like. The result showed that climate change impacted the use of TikTok by the affected population as it caused climate anxiety. The data on natural disasters were 64.453.100 (30,87%) views, 14.245.200 (35,43%) likes, and 236.493 (35,50%) comments. Overall, 73 out of 100 videos mentioned at least one environmental impact. The videos in this theme earned 156.677.200 (76,22%) views, 32.000.700 (79,60%) likes, and 563.195 (84,55%) comments. It demonstrated how TikTok could understand popular views regarding global climate change better. However, credible temperature experts should also ensure accurate and balanced information. Around 5% of respondents praised the government's policies. However, less than 3% of the videos were accepted based on the intensity of views. Unfortunately, it was a misinformed video with more than 13 million views (64,5%).

From the mentioned background, TikTok is a recent famous social media. Even though TikTok is a new social media, it already has many active users. This popularity can be beneficial for digital marketing purposes, and many researchers have explored the effectiveness of TikTok in digital marketing (Peng, 2021; Haenlein et al., 2020; Li et al., 2021). However, apart from analyzing the effectiveness of TikTok, research on TikTok content analysis should also be done. It is to see if the content created has attracted the customers. In addition, content analysis is also needed as an evaluation and reflection of marketers in promoting through TikTok. Based on this insight, the researchers have three research questions: (1) What power does TikTok have to increase @uhamkapmb's engagement in promoting higher education? (2) What are the popular contents of @uhamkapmb? (3) What are customers' interpretations of @uhamkapmb's TikTok content? The research result is expected to reflect and evaluate higher education promotion,

especially for creating good content that can attract customers' attention for marketing purposes.

METHODS

The concept of content analysis refers to the process of analyzing textual data using qualitative data. The data in the analysis technique consists of a collection of theories that can be applied to qualitative investigations containing relevant data information. The distinction between content analysis and other qualitative methods is that content analysis places a greater emphasis on the information content of the data analyzed. For instance, narrative analysis from a hermeneutical perspective emphasizes interpretation. Meanwhile, context focuses on the story itself and the collection of tools used to create meaning within the story (Sandelowski, 1991).

Content analysis techniques are combined with qualitative methods, such as ethnography, grounded theory, and various phenomena. Even though the method is based on perspective inquiry, content analysis is a type of technical data analysis. As a result, there is frequently consternation regarding the method of inquiry known as a qualitative description (Sandelowski, 2000) or pragmatism (Patton, 2002). The content analysis approach aims to provide practical responses to questions and policies, not to generate theory. In general, qualitative content analysis is used to gain a better understanding of a phenomenon. For example, it can provide a comprehensive content description of a phenomenon, capture participants' perspectives, motivations, and experiences, and explain the meanings derived from those experiences. As a result, quantitative results from a closed survey are used to optimize the content analysis method. The qualitative content analysis examines open data collection techniques that are more concerned with detail and depth than quantification (Forman & Damschroder, 2007).

The closed survey serves as a foundation for assessing the level of confidence in the data collected through open interviews, which are not restricted to specific categories. It explores the content analysis of the topics discussed. The technique applied is content analysis with a qualitative descriptive method. The researchers use 60 contents of @uhamkapmb (TikTok account) as the data. The data were from August 2021 (10 contents) when @uhamkapmb was just created, September 2021 (30 contents), and October 2021 (20 contents). The researchers analyze the data using metrics such as likes, comments, visitors, and follows for each content. Then, the researchers calculate the average number every month to see which month @uhamkapmb has the largest average number using MS Excel. In addition, the researchers identify what category of content is liked by customers seen from the most likes, comments, shares, and views in the three months. The number of likes, comments, makes, and shares recorded from each video considers the content characteristics determined according to the derivative

adaptations used by @uhamkapmb in creating higher education registration content. The @uhamkapmb provides information regarding how students can join UHAMKA, including the registration process and schedule.

Moreover, additional data is available to support the research by using a purposive sample collection technique in an online questionnaire from prospective students and current UHAMKA students with an age range of 18 to 25 years. About 100 responses are received and processed using MS Excel. Then, the online questionnaire results support the data collected from @uhamkapmb's TikTok analytics provided by TikTok.

RESULTS AND DISCUSSIONS

As shown in Figure 1, TikTok is the most downloaded application worldwide, according to We Are Social and Hootsuite (Kemp, 2021). The essential data demonstrate that TikTok is the entertainment application that most people require. It has surpassed large and well-known applications, such as Facebook, WhatsApp, and even one of the essential apps on the market today, Zoom. The 689 million active TikTok users have captured the world's attention with various features and opportunities to collaborate with endorsers and influencers in 155 countries (Azpeitia, 2021). With this collaboration, TikTok opens new business opportunities, particularly product and service marketing. Additionally, according to Mohsin (2021), the number of active TikTok users in the United States has reached 100 million. In addition, TikTok has more female than male users, with 59% female users, 39% male users, and 2% for the other users, respectively (Iqbal, 2022). However, in the research, female users dominate with 57%, while male users are only 43%.

Along with the advancement of social media services, the intensity has increased. It implies a shift in their behaviour, as evidenced by the frequent checking of their social media accounts (Alifa, Aransih, Dita, & Edison, 2018). According to Figure 2, individuals can check their favorite social networking platform ten times every day (Common Sense Media, 2009).

Since January 2021, when the COVID-19 pandemic spread globally, people have tended to fulfil their needs to get information, socialize, and entertainment through the Internet and social media. TikTok has reached the top ten with Facebook, Instagram, WhatsApp, Facebook messenger, Amazon, Twitter, and Netflix. Additionally, data reveal the number of active users, enabling TikTok to enter the top ten applications internationally and compete with Spotify and numerous major online games.

Based on Figure 3, the global Internet trend can create a digital marketing platform for higher education. The potential of digitalization will benefit audience reach. Additionally, TikTok has become the most downloaded and active social media platform globally. This fact motivates the research on TikTok. Each existing social media includes analytics tools that

Figure 1 Mobile Application Rankings Based on the Number of Downloads
(Source: Kemp, 2021)

Figure 2 Mobile Application Rankings Based on Active Users
(Source: Kemp, 2021)

Figure 3 Mobile Application Rankings by Consumer Spend
(Source: Kemp, 2021)

can assist users (personal and business) in analyzing their account activity. This account activity covers the account's access frequency, the duration of visitors' visits to the account, and the visitors' actions done on the content of their account (like, share, comment, or save certain content). TikTok, like Instagram, offers this analytics capability dubbed TikTok Business Analytic. TikTok delivers data from the accounts' recorded actions and summarizes it to be used directly by the account owner. Additionally, TikTok has offered backend data to inform decisions about content and account management on TikTok and the impact on visitors or marketing targets.

Figure 4 The Following, Followers,
and Likes of @uhamkapmb

Figure 4 is the TikTok account of @uhamkapmb (Uhamka's account for new student admission). PMB UHAMKA aims to attract the new students' attention by creating this account. @uhamkapmb serves as a forum for higher education, advertising, and marketing information. At first, this account has 28,6k with 5.198.000 likes but no followers at all. Maybe it is more accurate to target the advertising affairs of the UHAMKA campus to display information with the number of likes, comments, views, and shares per post. Even though @uhamkapmb has been made recently, it has increased in popularity dramatically.

Figure 4 shows that @uhamkapmb has 32k followers and 672k likes on TikTok. Furthermore, the research has generated over 2 million views, engagements, and hundreds of likes in the last 60 days. It demonstrates that TikTok can increase the popularity of the @uhamkapmb.

Figure 5 summarizes data from the TikTok dashboard of @uhamkapmb's overall engagement collected from video views, profile views, likes, comments, and shares in the last 60 days. According to Abraham Maslow, a psychologist, every human being has five stages of needs: physical needs (eating, drinking, sleeping, physical fitness, and sex), safety needs (feeling safe from danger), belonging needs (having family or feeling loved), esteem needs (recognition and appreciation from others), and actualization needs (knowledge actualization) (Poston, 2009). In the case of social media, people use it to satisfy their esteem needs by forming an acceptable, acknowledged, and respected self-image and identity that plays a role in the virtual environment. Using the "like" and "love" functions, the communicants can express how they feel about viewing a post (Alifa et al., 2018). As a result, the researchers analyze the finding and divide them into three sections to obtain the top ten videos for August, September, and October. The results can be seen in Tables 1, 2, and 3.

Table 1 shows the development of the @uhamkapmb. This account was created on August 22nd, 2021, by Biro Promosi dan Admisi UHAMKA and has been used daily until now. However, @uhamkapmb gets many viewers on its video every day. The highest video views were on August 23rd, which discussed the scholarships offered by UHAMKA for new students.

There was a drastic increase from September 22nd until 26th with content related to re-registration information for new students. Then, @uhamkapmb got continuous video views from September 24th, which has become the peak video views for the past two months (see Table 2). It shows that the viewer's interest in UHAMKA is good, and TikTok promotes UHAMKA as their chosen university.
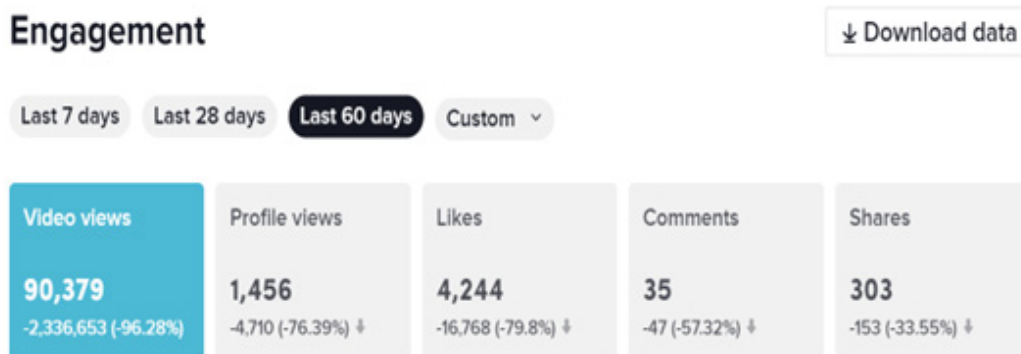

Figure 5 Engagement Video Views, Profile Views, Likes,
Comments and Shares of @uhamkapmb

Table 1 Views (Video and Profile), Likes, Comments, and Shares of @uhamkapmb in August 2021

Date	Video Views	Profile View	Likes	Comments	Shares
2021-08-22	46.913	279	6.094	16	229
2021-08-23	58.656	298	8.629	18	123
2021-08-24	27.982	163	3.630	5	22
2021-08-25	25.828	195	2.986	0	19
2021-08-26	24.356	152	2.495	4	18
2021-08-27	22.533	156	2.199	2	23
2021-08-28	22.454	116	2.349	2	10
2021-08-29	22.445	111	2.129	5	24
2021-08-30	26.235	154	3.519	5	21
2021-08-31	30.142	192	3.107	3	25

Table 2 Views (Video and Profile), Likes, Comments, and Shares of @uhamkapmb in September 2021

Date	Video Views	Profile View	Likes	Comments	Shares
2021-09-01	33.175	154	3.282	4	54
2021-09-02	25.022	85	2.266	0	12
2021-09-03	31.829	106	2.692	3	11
2021-09-04	38.680	115	2.755	1	20
2021-09-05	36.543	121	2.106	3	5
2021-09-06	36.894	155	2.179	0	15
2021-09-07	31.375	140	1.959	2	9
2021-09-08	30.237	140	1.792	3	16
2021-09-09	29.698	114	1.883	2	6
2021-09-10	34.051	97	2.005	1	8
2021-09-11	32.089	129	2.495	2	6
2021-09-12	18.862	81	1.298	0	7
2021-09-13	42.919	180	1.822	6	61
2021-09-14	32.168	137	1.873	6	75
2021-09-15	43.692	367	1.653	49	98
2021-09-16	37.769	347	938	30	47
2021-09-17	38.943	205	1.989	9	75
2021-09-18	33.056	131	528	2	12
2021-09-19	29.069	115	516	0	6
2021-09-20	34.883	133	654	2	13
2021-09-21	43.520	202	2.245	13	35
2021-09-22	126.593	820	12.476	120	4.970
2021-09-23	456.321	2.143	69.170	331	10.959
2021-09-24	778.269	3.986	123.991	471	2.727
2021-09-25	226.522	1.296	33.352	107	1.401
2021-09-26	106.796	599	15.055	50	356
2021-09-27	35.923	225	2.980	17	356
2021-09-28	24.915	167	1.966	9	244
2021-09-29	33.180	209	2.831	18	296
2021-09-30	19.914	148	1.564	8	175

Furthermore, it has decreased again with content about daily activities as online students, as seen in Table 3. Then from day to day, it begins to decline significantly with content on the Utalk podcast. However, it had the same result in increasing profile views, likes, comments, and shares. It is proved that @uhamkapmb reached 149,234 video views on October 12nd, which is the highest number for October. Then, the number of video views continues to increase. On the last day of the month, it remains constant. It had increased substantially in the middle of the month but slowly declined until October 20th.

Then, Table 4 shows the top 10 content within three months, from August 22nd until October 20th. The posted content consists of information about registration flow, romantic relationships, following the latest trends on TikTok, and podcasts. Table 4 mentions that the top 10 content have various categories that attract new prospective students to join UHAMKA. The last three posts consist of 87,4% of registration information, 2,92% of promotion, and 9,50% of personal content.

The average engagement diagram shows a significant increase in September, with a total of over 80k more than in August and October 2021. The uploaded items are related to the UHAMKA registration schedule and the registration details. The content has received more attention from viewers, with the most significant number of views in the last three months. It proves that TikTok effectively provides information on higher education, especially for UHAMKA. However, to get more audience engagement, @uhamkapmb needs to create a minimum of one piece of content in a day. The average number for August to October 2021 is 6.941,42; 19.077,84; and 8.690,2. Based on the average score depicted in Figure 6, educational posts have the highest overall user engagement, with the most elevated video views of 778.269 in September 2021. The top three contents are more about discussion and engagement about romance. The quote given to the content can captivate the audience and make the content the top content so far. The creators' intonation, expression, and clothing strengthen this content as the audience's choice. According to Presley et al. (2022) and Sierro, Young, Kassabian, Wu, and Armstrong (2021), TikTok's algorithm, combined with similar video streaming capabilities, can increase engagement by 70%, 90%, 50%, and 43,2%. So, the content can trend every day. This advantage can also become an obstacle in promoting the product as the trend is updated daily (Kassamali et al., 2021). However, it can be a marketing opportunity in higher education, especially UHAMKA.

Table 3 Views (Video and Profile), Likes, Comments, and Shares of @uhamkapmb in October 2021

Date	Video Views	Profile View	Likes	Comments	Shares
2021-10-01	30.250	167	2.639	10	242
2021-10-02	16.138	125	1.293	9	120
2021-10-03	21.127	167	1.589	9	125
2021-10-04	48.565	270	4.048	20	320
2021-10-05	75.386	800	3.805	74	224
2021-10-06	70.830	855	3.579	59	208
2021-10-07	16.758	166	1.147	6	69
2021-10-08	9.824	91	788	6	75
2021-10-09	12.510	80	1.142	9	78
2021-10-10	20.393	114	2.046	13	81
2021-10-11	48.818	257	5.547	31	249
2021-10-12	149.234	942	21.361	106	1.142
2021-10-13	51.817	305	6.223	29	289
2021-10-14	15.188	121	1.547	4	103
2021-10-15	7.918	68	515	4	58
2021-10-16	736	60	472	0	40
2021-10-17	7.867	78	509	7	30
2021-10-18	6.819	62	434	1	29
2021-10-19	6.649	56	492	3	29
2021-10-20	6.895	47	454	3	37

Table 4 Top 10 @uhamkapmb's Famous Content

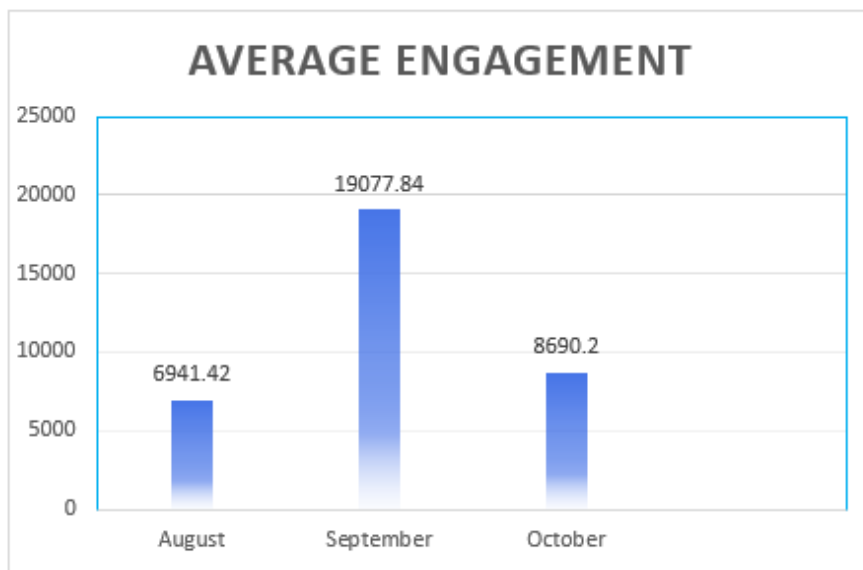| Rank	Date	Category	Likes	Comments	Shares	Views
1	24/09/2021	Re-registration	123.991	471	10.959	778.269
2	23/09/2021	Closing registration information	69.170	331	4.970	456.321
3	25/09/2021	Online student	33.352	107	2.727	226.522
4	12/10/2021	Relationship	21.361	106	1.142	149.234
5	22/09/2021	UHAMKA Got Talent	12.476	120	598	126.593
6	26/09/2021	Registration	15.053	50	1.401	106.796
7	05/10/2021	Closing registration information	3.805	74	224	75.386
8	06/10/2021	Broadcast (podcast)	3.579	59	208	70.830
9	23/08/2021	Scholarship	8.629	18	123	58.656
10	13/10/2021	Following the trend	6.223	29	289	51.817

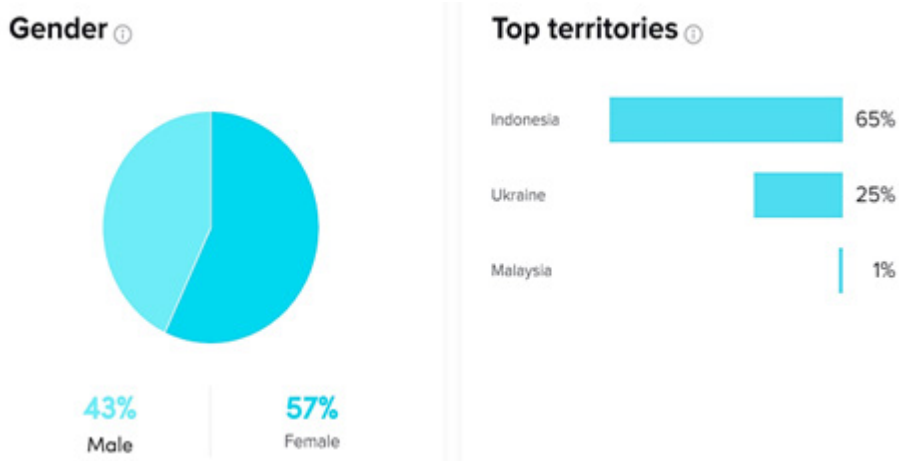Figure 6 Average Engagement from August – October 2021

Figure 7 Top Gender and Territories in @uhamkapmb

Based on Figure 7, most viewers on @uhamkapmb are women, and the top regions are Indonesia (65%), Ukraine (25%), and Malaysia (1%). Viewers are more interested in romance-related content. Thus, this content can provide engagement for @uhamkapmb. That is why content about romance tends to become a trend. Moreover, the visitors from Ukraine are an influential audience even though they are on different continents. This proves that TikTok can convey information around the world, and it is no exception. In this case, @uhamkapmb needs to be careful with the content uploaded to his TikTok account because it is booming and endangers the integrity of the campus if the content presented is not good.

Figure 8 shows the top three content. The first content posted on September 23rd, 2021, discusses young marriage that is recently happening for young adults. It explains a new trend since few public figures have done that, but it still needs mature and ready people to make the young marriage work out. The second content posted on October 26th, 2021, examines how to mislead advertising from a psychological and medical perspective. Diets have recently gained popularity and become a problem for adolescents' self-esteem. The last content posted on September 21st, 2021, discusses mental health. It explains how to handle burnout and mental health from a psychological perspective. Those contents capture most of the audience's attention. The top three types of content are enjoyed because the message conveyed relates to the viewers' situation or feelings, in this case, high school students or new students. In addition, the statistics show that women outweigh men in the population. Therefore, the audience's focus is on romance and how to live a romantic existence while overcoming obstacles. The three contents in Figure 8 empower and remind young people to live their love lives well. Therefore, it draws viewers' attention to this account.

The phenomenon described previously about the content offered by the @uhamkapmb is necessary to verify the viewers' information, practicality, and the central message of the content. As a result, the mini survey can answer this issue at a low cost. Then, @uhamkapmb's content can continue to grow and remain popular. The result of the mini survey is in Table 5. The @uhamkapmb's content is already complete, precise, easy to reach, and interesting. Moreover, it can fulfil audiences' satisfaction to introduce, promote, and interact with it.
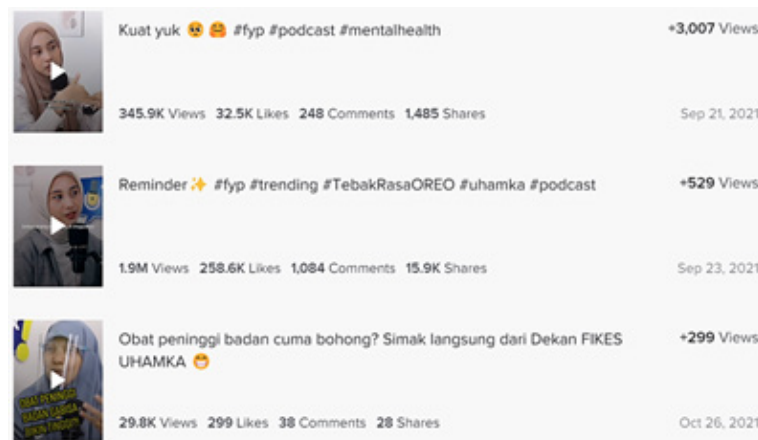

Figure 8 @uhamkapmb's Top Three Content

Table 5 @uhamkapmb's Survey

No.	Descriptive	Result		Total
		Yes	No	
1.	Completeness of information	96,8%	3,2%	100%
2.	Clarity of information	93,5%	6,5%	100%
3.	Interesting information	90,3%	9,7%	100%
4.	Easy to reach contact	90,3%	9,7%	100%
5.	Satisfaction	90,3%	9,7%	100%

Table 6 Cost for Each Click and Reach in @uhamkapmb

Campaign ID	Campaign Name	Cost Per Click (CPC)	Click	Cost in Rupiah	Reach
1702343270505473	Pendaftaran mulai 2,5Jt (Registration started from 2,5 million)	485	1.321	640.685	133.616
1708296254401586	Challenge76th_17-08-2021	930	307	285.510	17.452
1705315402251282	Beasiswa yang ada di UHAMKA (The Scholarship in UHAMKA)	724	3.878	2.807.672	354.741
1706768575695938	Gelombang 3 sudah di buka (3rd registration period has started)	883	2.658	2.347.014	168.229
1708843969103921	Gelombang 4 sudah di buka (4th Registration period has started)	805	7.682	6.184.010	196.269
1710769279485986	Segera Daftar Ulang (Re-Registration)	1.805	1.012	1.826.660	71.042
				14.091.551	204.658
				Total/reach	69

Based on Table 6, UHAMKA's campaign process may exceed expectations, reflecting that TikTok has the power as a low-cost marketing medium. Table 6 illustrates that with just Rp69 per reach, TikTok can reach up to thousands of viewers simultaneously. Thus, the ability of TikTok reaches thousands of viewers facilitates the follow-up process by acting as UHAMKA's database and informing viewers about the registration process. It is evident in September with a sharp increase in the content of new student admissions. However, the top trending content revolves around romantic relationships.

CONCLUSIONS

The research examines the evolution of marketing via TikTok over three months, from August to October 2021. The results demonstrate a significant increase in September 2021 (19.077,84 views) compared to August (6.941,42), and October (8.689,2). Then, using an online survey, it is confirmed that @uhamkapmb's content is comprehensive, accurate, easily accessible, and engaging.

Based on the results of the mini survey, several issues are highlighted and required attention, including showing what makes UHAMKA different from other universities to attract attention. For instance, it is acceptable to hire a concept artist to shoot videos and enhance their aesthetic appeal in terms of amenities. Hence, the account can produce the aesthetically pleasing and relevant content. The account can also create a duet video. It can solicit the organizational committee's participation in a duet. The English study program can also do commissions duet speeches with low-key, renowned, and talented lecturers or seniors. The purpose is to develop a novel idea. In addition, if the content is satisfying, the UHAMKA students will brand it themselves.

So, TikTok has more advantages than disadvantages on social media, according to research results. The results indicate that many users are satisfied with @uhamkapmb (TikTok account), which is helpful for future studies. TikTok can serve as a platform for education, information exchange, and interaction of audience-content creators. Hence, TikTok has become a promising digital marketing medium.

The research limitation is that the research is only done among higher education students and in a short period. That makes the results of the research still limited and needs to be developed a more and further surveyed to validate the recent result. So, it can be one consideration for subsequent research to the extent the period of research, explore more deeply the phenomenon of social media, especially TikTok (which is one of the recent growing social media and one of the affected social media platforms nowadays), expand the scope of research subjects and develop deeper linkages between theories, concepts and findings from research that has been carried out. Future research will be a complement to some of the limitations that exist in the research and become a follow-up journal and become an interesting discussion in accordance with the development of social media TikTok

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