

First “3 Second” Impression of Tiktok Marketing Strategy

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ABSTRACT: The use of TIK TOK as promotional media is a form of marketing activity that can quickly spread information about a product and brand recognition of a product and the aim of this research is to find out the strategy for using hooks in every content on Leo Giovanni that attracts the attention of the audience and is liked. many people. This research uses qualitative research with a cyber phenomenology approach. This research model uses a simple design with Triangulation Theory. Data collection techniques used were observation, interviews and documentation. The qualitative approach used through the data analysis technique used is Manual Data Analysis Procedure (MDAP). The results of this research found that Leo Giovanni succeeded in creating interesting content and has 3 accounts, each of which has their own niche. The accounts in question are the accounts @leo_giovanni, @racuninskinicare, and @wagminft, their contents have different niches or discussion topics. The findings of this research are that TikTok Marketing Strategy: Follow the trend; Live events; Focus 1 Niche; related content; SEO; FYP & Live stream synergy; Yellow basket; Marketplaces; Live selling; New account. And Hook Behavior Model: Invite outside traffic; Video Performance Assessment; Evaluation Phase; Analytics features; Device & location accounts (Relevant Hashtags; Interesting Content; Video call to action; Clickbait says); TikTok optimized (Consistent posts, Trendy sound, Wagmi prime time 1137). Impact of product purchases: Spark code; Affiliate commission feature.

KEYWORDS: TikTok hooks, TikTok marketing, TikTok platform.

I. INTRODUCTION

TikTok has become a digital platform that is popular with many people because it presents all kinds of information packaged in the form of short videos (Adeola et al., 2020). Currently, the TikTok platform is not only used to view videos but can also be used as an online shop media. The use of social media and digital marketing has become a strategic tool for building brand awareness and running marketing campaigns (Makrides et al., 2020). In creating content, there is also a strategy, like what content creator Leo Giovanni does on his TikTok account, namely @leo_giovannii, with content that focuses on providing information about tips and tricks for successful content on TikTok, which currently has 995 thousand followers.

On Leo Giovanni's TikTok account shown, the account focuses on providing information about tips and tricks for successful content on Leo Giovanni's version of TikTok. It can be seen that Leo Giovanni's TikTok account is very consistent in making videos about educating and informing TikTok users or followers about the latest trends on TikTok (Yu, 2023). Some of the latest content from Leo Giovanni, which provides lots of tips and tricks, can FYP, of course, by making videos of trends on TikTok which are currently trending, which according to him can create content to be included in the TikTok algorithm (Rofiah, 2023). The TikTok application has an easier structure than other social media in exploring diversity of content, namely through the For Your Page (FYP) feature. FYP TikTok uses an algorithm based on the uniqueness, variability and recency of content, viewer interest, additional followers and account searches by netizens ((Rofiah, 2024). Before starting to create content, it is very important to pinpoint sales goals. Therefore, it is necessary to learn about TikTok demographics, and product identity in an interesting way (Rofiah & Rahayu, 2021). Take the time to research audiences on other social media platforms and look for slices of it on TikTok. But don't rule out new or unexpected audiences (Craig et al., 2021).

According to Leo Giovanni, being a content creator does not depend on whether you have an introverted or extroverted personality, whether you are old or young, everyone can become a content creator. Leo started his career from a TikTok account, namely @racuninskinicare, where the account discusses skincare product reviews. Leo's reason for creating skincare review content is very simple, he just wants to help sales of skincare brands. The review content currently being carried out on the

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@racuninskinicare account has received 201.2 thousand followers and has collaborated with local and international brands.

According to Hu, (2020) TikTok can be used as an entertainment medium, but it is better to have a purpose that can be used for business purposes. Whether to reach new audiences, improve brand image, increase brand awareness or build stronger relationships with customers (Y. Yang & Ha, 2021). Like what Leo Giovanni does in selling skincare so he can reach the audience and increase brand awareness. Leo makes videos using the strategy of one niche or one product category, namely skincare. When creating content, it is not done haphazardly, there are tricks that must be done, as Leo Giovanni said, which was discussed in the KasiSolusi podcast. In the podcast, Leo explained that in creating content so that FYP there are several variables, including hook, video quality, sound quality, editing, topics discussed and others. The first thing you can do at the beginning is fix the hook in the first 3 seconds or opening of the video.

According to Zhang, (2021) Hook is a strategy to attract the attention of the audience so that they can watch it until the end and can make an FYP video. The impact of the hook itself can make the audience stop scrolling and even take action such as clicking, commenting, and even making a purchase (Du et al., 2022). According to Leo, there are 3 types of hooks to make FYP easier, namely Hyperbole Hook, To The Point Hook, and Negative Hook. From the knowledge of FYP content tricks that are known, Leo Giovanni has released a series of books entitled TikTok content tricks, from 0 to FYP! And a book entitled WAGMI TikTok ADS Blueprint. Each of these books has a different target market for the TikTok content tricks book, from 0 to FYP! Targeted at people who want to learn content from 0 to penetrating FYP content for the WAGMI TikTok ADS book is aimed at Affiliates who want to learn to successfully advertise on TikTok effectively and efficiently (Stahl & Literat, 2023). This book, published by Leo Giovanni, aims to motivate people who have a strong desire to become content creators. Because Tik Tok describes itself as a social media platform that wants to inspire new generations to have a positive impact (Scherr & Wang, 2021). If you buy this book by Leo Giovanni, you will not only be sent a book, but you will also receive guidance from a mentor who has been provided directly by chatting via WhatsApp and you will also get a premium video made by Leo Giovanni.

This paper contributes to the application of hooks in sales strategies via TikTok and WhatsApp media by developing a framework that guides marketing strategies systematically and can be used by other sellers who want to achieve success by implementing the Hook Behavior Model (HBM). This was achieved by conducting an in-depth review of one of the TikTok accounts @leo_giovanni to explore what this literature can convey in achieving success. Marketing is an applied field, and the use of more fundamental literature to inform marketing practice is an important role for marketing academics (Ye et al., 2021). This paper also contributes to strategic marketing research by using a cyberphenomenology approach. It is hoped that it can answer the obstacles or difficulties of online sellers, especially those who use TikTok and WhatsApp Group media in marketing their products.

II. THEORITICAL REVIEW MARKETING STRATEGY

According to Tong et al., (2020) marketing strategy is a decision about marketing costs, marketing mix, marketing allocation in relation to the expected environmental conditions and environmental conditions. Meanwhile, according to Wang & Chan-Olmsted, (2020) marketing strategy is the steps planned and implemented by a company to achieve predetermined marketing goals. Marketing strategy includes various elements such as product, price, place, and promotion which are used to influence consumer purchasing decisions and achieve the profits desired by the Company. But Ferrell et al., (2023) marketing strategy is a decision about marketing costs, marketing mix, marketing allocation in relation to expected environmental conditions and environmental conditions. Meanwhile, according to (Li et al., 2021) marketing strategy is the steps planned and implemented by a company to achieve predetermined marketing goals. Marketing strategy includes various elements such as product, price, place, and promotion that are used to influence consumer purchasing decisions and achieve the profits desired by the company. According to Katsikeas et al., (2020) Marketing strategies are steps planned and implemented to promote products or services to target markets with the aim of increasing company sales and profits. Marketing strategies can include a variety of methods and techniques, including online marketing, branding, promotions, and product distribution. According to Varadarajan, (2020) The aim of a marketing strategy is to increase sales, expand market share, strengthen brand image, increase consumer awareness of products or services, and achieve maximum profits for the Company.

Hook behavior model (HBM)

The Hook Behavior Model (HBM) is a four-phase design model developed for building habit-forming products (Ortiz et al., 2023). This model starts from the trigger phase, then goes through the routine phase, the variable reward phase, and ends with the investment phase (Ali et al., 2023). The 3 phases of HBM triggers are:

1. The routine phase or what is called the Action phase is the process of carrying out an action to obtain a reward.
2. Variable rewards arise When the expected rewards of a routine vary at different times (Ruxin, 2022).
3. Investment is an additional phase in design to bring users Back to the product. This phase makes the trigger more interesting,

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i.e. the action is easier, and the reward is more attractive. In other words, investment in design means extra design that makes users invest time, money, data, information, emotional commitment, energy and much more in social media (Morato & Nunes, 2023).

TikTok media

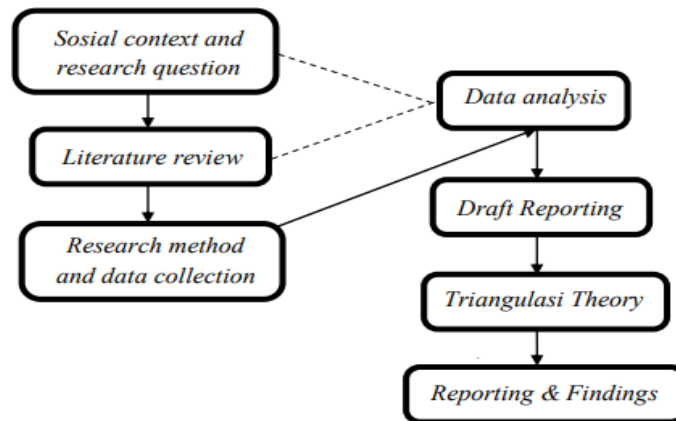
According to Fan & Hemans, (2022) the TikTok application is a Chinese social network and music video platform which was launched in September 2016. TikTok is currently an application that has a lot of users, in Indonesia the number of users of the TikTok application itself has reached 112.97 million (Kaye et al., 2021). Currently, the TikTok application is not only used for creativity but is also used for digital marketing. For example, it is used for book promotions, make-up promotions, household appliance promotions, cafe promotions and many more (Shutsko, 2020). The TikTok application presents lots of short videos which make it more comfortable for users to watch. Forms of content creator work ranging from dance, story telling, education, to promotional videos are available on the TikTok application. According to He & Li, (2022) The TikTok social media platform is a social media that gives its users a lot of freedom to be creative by making short videos where users can dance and style freely with this application, encouraging content creators to be able to increase their imagination in order to increase creativity and free their expression. According to P. Yang, (2022) the TikTok application is a Chinese social network and music video platform which was launched in September 2016. TikTok is currently an application with a very large number of users, in Indonesia the number of users of the TikTok application itself has reached 112.97 million (Zhang, 2021). Currently, the TikTok application is not only used for creativity but is also used for digital marketing. TikTok has become a huge potential source for companies to promote products and reach a wider audience (Ma & Hu, 2021). The TikTok application presents lots of short videos which make it more comfortable for users to watch. Forms of content creator work ranging from dance, story telling, education, to promotional videos are available in the TikTok application (Kovács et al., 2022).

III. RESEARCH METHODS

In this research, researchers used a cyber phenomenological approach. Phenomenology procedures (methods) are adapted for the social world that takes place in a cybercommunity mediated by communication media technology (CMT) devices. Phenomenology as a social research method which has been used to explore community life, exploring people's experiences in their social life, in their first life, in their basic social life, is no longer able to answer the challenges of human life in cybercommunity as a human's second life. The limitations of ontology and epistemology cause phenomenology to have obstacles that it cannot overcome without being innovated into a new approach. So, the new world faces new problems, and new problems require new approaches, to meet the challenges of humanity's new world. This is an opportunity to criticize phenomenology for becoming cyberphenomenology. That cyberphenomenology is a new method procedure that can be used as a research method in cyberphenomenology. Netnography previously existed as a procedural method in cybercommunity, which studied the culture of social groups in cybercommunity. The presence of cyberphenomenology is to study people's experiences. What they experience and how they experience it in the cybercommunity. What they experience and how they experience it in cybercommunity (Bungin et al., 2021). The approach itself: Phenomenology is the study of "what gives itself" in lived or prepredicative experience. Or better yet, phenomenology is the study of what makes itself "as" lived experience (van, 2017). Phenomenology is a research approach that focuses on the subject's experiences and the meaning contained therein. This method involves phenomenological reduction, epoche, and intersubjectivity to understand phenomena in depth. Phenomenological research focuses on textual and structural descriptions of the subject's experience of a phenomenon. This method aims to understand phenomena as they are without subjective judgment. Phenomenology comes from Greek which means showing oneself, and is the study of knowledge that comes from consciousness, seeks to reveal the meaning of one's experience, and involves basic concepts such as phenomena, consciousness, and intentionality (Van Manen, 2023). Qualitative research has the principle of understanding the object being studied more deeply. In this research, researchers used a cyber phenomenological research approach.

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This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:



Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Research Locus

The research locus is the place where the researcher conducts research according to the object being researched. Determining the research locus is an important thing that must be determined when conducting qualitative research so that researchers can obtain accurate data and truth in research. This research was conducted on the tiktok media @leogiovani and the Whatsapp group WAGMIN starting February 2024 until this research was completed.

Data Collection Technique

To obtain data, researchers used the following techniques (B. Bungin, 2023) Cyberphenomenology Procedures :

1. Determining The Problem
2. An Interesting Phenomenon To Be Studyed
3. Recognize And Determine
4. Broad Philosophical Assumptions Of Cyberphenomenology
5. Data Collected From Individuals Who Have Experienced Cyberphenomenon
6. Informants Are Asked General Questions
7. Cyberphenomenology Data Analysis Steps

Informants and Implementation of Data Collection

Data (Cyber-data) Obtained through online interviews, online questionnaires, online participatory and online sensing; Subject Cyberphenomenology What is experienced and how they experience it in cybercommunity; WHAT and HOW of people in this cybercommunity forms a cyberphenomenon. To reveal cyberphenomenon: Big Data; Non-Big Data data. Big Data: Data Mining. Non-Big Data data: Traditional / participatory data: online interviews, observations, online questionnaires, online materials, etc. Big Data/non-Big Data Data Can be used by Cyberphenomenology as primary or secondary data, depending on the research problem (B. Bungin, 2023)

Triangulation

Cyberphenomenology is a postcritical procedure (method) which also has a postmodern and pragmatism paradigm, where the need for triangulation is adapted to research needs. Source triangulation and theory triangulation are two types of triangulation

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used in this research (Rofiah, 2021).

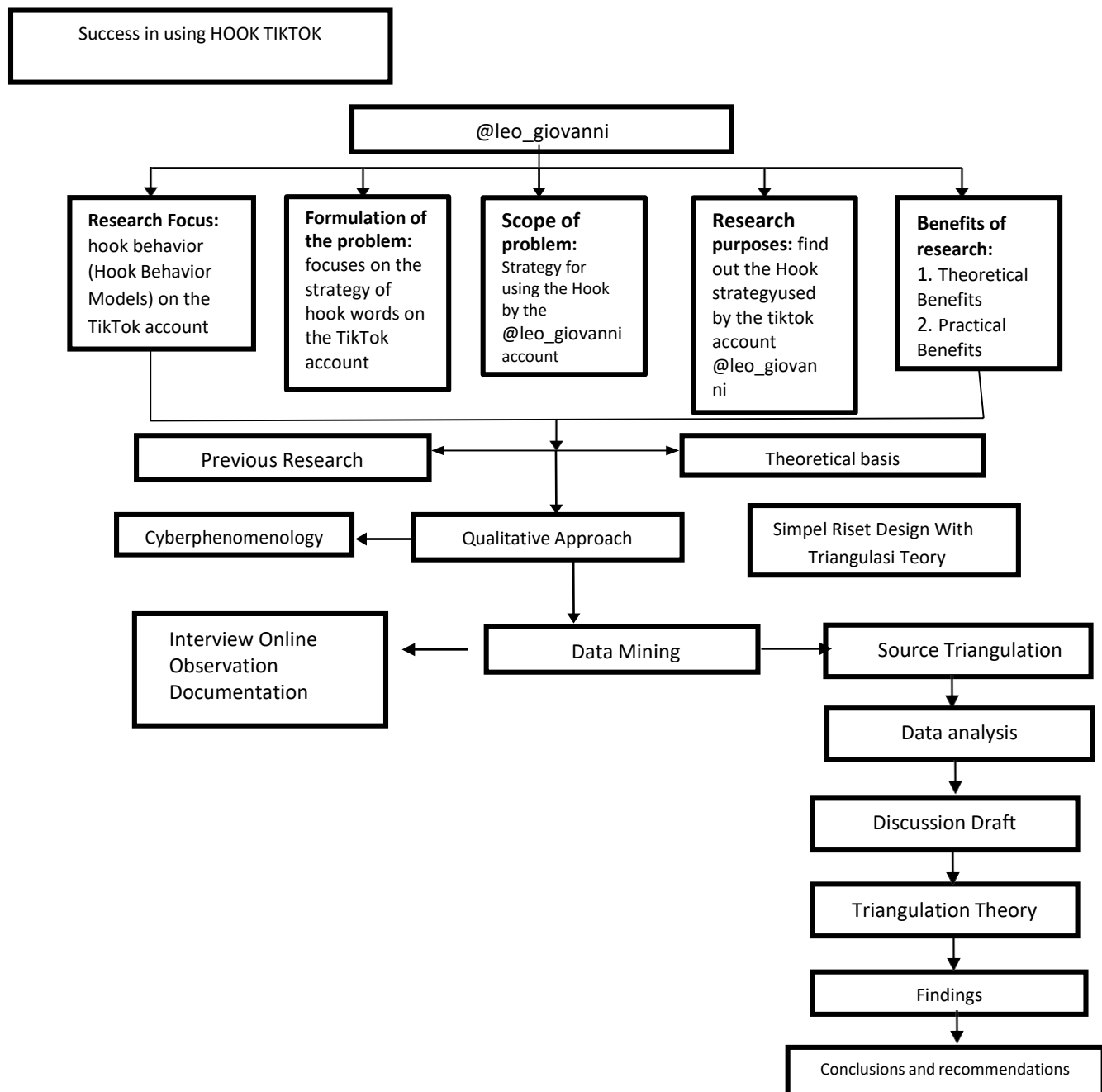
IV. DATA ANALYSIS TECHNIQUE

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:

1. Through preparation of the coding process.
2. Categorization process.
3. The process of determining the theme.
4. Proposition Formation Process.

Research Line of Thought

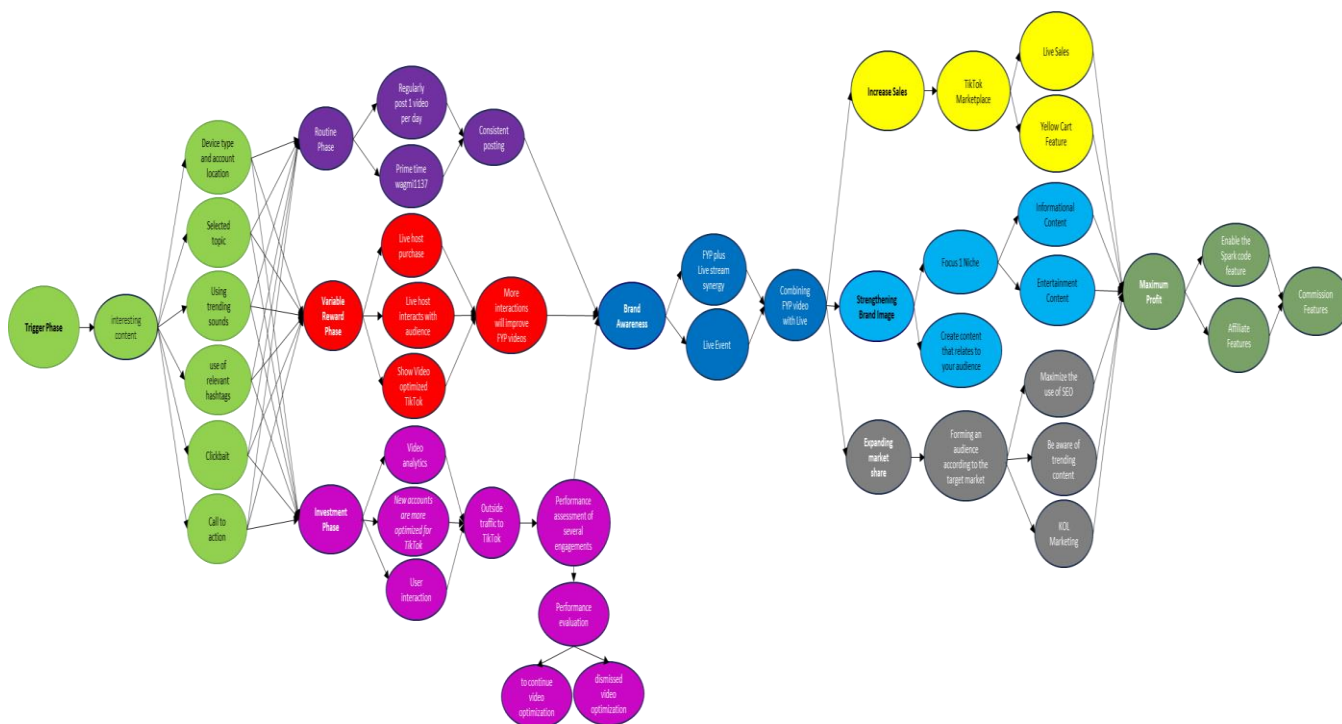
The framework of this research can be described as follows



Source: Researcher, (2024)

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V. RESULTS AND DISCUSSION



DISCUSSION

I. Trigger Phase

I.1 Devices and accounts

“This is what type of device you are using, then which country your account is located in. TikTok also uses all of this to finalize its FYP” (Leo, 2024).

The type of device used by the content creator can have an influence on finalizing the FYP, especially the account location.

I.2 Clickbait

“The first 3 seconds of content play a really big role, they can invite curiosity from the audience” (Leo, 2024).

In creating interesting content, you must take advantage of the first 3 seconds by providing words that attract the audience so that they are curious and watch until the end.

“Of course, it invites curiosity. “We can also use exclamation words like, hah', 'really, I swear', because that will attract people's attention” (Leo, 2024).

According to Leo, good content must have good clickbait. Because the first 3 seconds of content play a big role in arousing the audience's curiosity. Because if a creator doesn't take advantage of the first 3 seconds then the audience won't be curious and in the end the video won't be watched until the end. To make the audience interesting, you can also use exclamation words.

I.3 Call to Action

“So for this video call to action we can use several methods, it can be through speech where we can say, “Okay, check the yellow basket right away, guys!” or, “Don't forget to follow this account, and don't forget to share this content!” through speech. You can also use text, for example in the written part of the video, where I directly wrote 'check the yellow basket'. You can also use movements like I did in the video example, I pointed to the yellow basket, or in the comments column to invite action from the audience” (Leo, 2024).

Video Call To Action is placed at the end of the video where the content creator can make a call to action through spoken words, through writing or just through movement. This aims for the audience to carry out orders from the creator.

I.4 Hashtags

“Hashtags are useful to help direct your videos to your audience. So for example, on my skincare account, when I post skincare content I make sure to use relevant hashtags. For example, #skincare, #skincarelocal, #skincareviral, #reviewskincare and so on, so that my videos are directed at skincare enthusiasts. So, if you ask, is the FYP hashtag necessary? I don't think it's useful at all. So don't use the FYP hashtag, but use hashtags that are related to your content niche. So what is the use of this hashtag for us as

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content creators? "Well, this is useful for making it easier for brands to find us" (Leo, 2024).

According to Leo, hashtags can help direct videos to audiences interested in content. Apart from that, using hashtags can increase visibility, engagement and increase sales. This can be felt when the creator creates hashtags that are relevant to the content. By using relevant hashtags you can reach a larger audience.

I.5 Trending Sounds

"Because the song is trending. Many people still want to listen to the song, even for about 15 seconds. But those people want to listen. Just like you've never watched a video but you didn't focus on the video, but instead focused on the sound or background sound. "Well, that's the reason why using trending sounds in our videos is really useful, it really helps so that our videos enter FYP" (Leo, 2024).

According to Leo, trending sounds can help TikTok videos enter FYP because people who watch videos sometimes don't focus on the content but want to hear the sound or background sound. So it is possible that viewers will watch the video until the end, even over and over again, just to hear the sound that is going viral.

II. Routine Phase

II.1 Consistent posting

"In my opinion, it is best that every day we post at least 1 video and that must be consistent every day. Why? "Because I think TikTok really appreciates content creators who consistently upload videos to their accounts" (Leo, 2024).

According to Leo, creating content so that the account is optimized by TikTok every day has at least 1 video uploaded, this indicates that the account is still active. If an account stops uploading for a long period of time, this will have an impact on video optimization and getting FYP again will be difficult because TikTok considers accounts that have not posted for a long time to be inactive.

II.2. WAGMI Prime Time

"In my personal opinion, there are several prime times on TikTok, namely at 11 am, 3 pm, and also 7 pm. So, what is meant by prime time is not the time when videos are more optimized by TikTok. "But it's a time when there are a lot of TikTok users, or in other words, there are lots of people opening the TikTok application" (Leo, 2024).

According to Leo, there are several TikTok Prime Times or the best times to upload or times optimized by TikTok, namely what is called Wagmi prime time. by TikTok, namely at 11 am, 3 pm and 7 pm

II.3 Investment Phase

II.3.1 Video analytics

"...you can look at your video analytics to find out what age range your audience is in and what their interests are. Then you can create content that "relates" to your audience..." (Admin Wagmi 2024).

According to the Wagmi admin, to adjust the target market for appropriate and relatable content, you can look at the video analytics, which is useful for knowing the age range of the audience.

II.3.2 Assessment of video performance based on multiple engagements

"...So TikTok will assess the performance of this video based on several engagements, for example follows, comments, likes, shares, watch time, whether viewers who watched your video watched until the end or only 50%, or even just a few seconds straight. skipped. Then do people who watch this video watch it again, rewatch it again. It all goes into the data used for video performance assessment" (Leo, 2024).

Performance assessment is a video that is assessed by TikTok based on the engagement made by viewers based on Follow, Like, Comment, share and watch time, and whether the viewer watches the video until the end and rewatches or just skips it for a few seconds.

II.3.3 Performance evaluation

"...where the TikTok algorithm will determine the fate of your video. Is the value no longer enough, so the FYP optimization will be stopped" (Leo, 2024)

An algorithm is a machine that runs based on data collected by TikTok. The video data will continue to be evaluated by TikTok, if the video performance assessment is still good, TikTok will optimize videos by showing them to more people. If the value is not sufficient then the video is no longer optimized by TikTok.

II.3.4 Traffic from outside to TikTok

"I think there is, but as long as the traffic is still organic. So for example like this, when I post a video on TikTok, I share the footage on Instagram and I put the link on my TikTok account. So that can invite outside traffic from Instagram to enter TikTok" (Leo, 2024).

According to Leo, looking for traffic from outside TikTok by sharing links on social media such as Instagram and others, this can invite traffic from outside to come to TikTok. This is a good thing to do as long as the traffic is still organic. Because traffic outside TikTok can provide benefits such as increasing website popularity, wider audience reach, building higher customer trust, and

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increasing sales.

III. VARIABLE REWARD PHASE

III.1 There is a purchase when the live host interacts with the audience.

"Yes, that's right...most of them make purchases" (admin wagmi., 2024).

When doing Live TikTok, the host interacts by doing Q&A with the audience, this can build engagement until the audience makes a product purchase. Because a live stream host can improve good relations and interaction with customers, can display products or services well, can increase brand awareness and increase sales

III.2 TikTok optimized videos are shown to many people

"...this means that our video has been optimized by TikTok and will be shown to more people. "Eventually the flow will continue to repeat itself after being shown to more people" (Leo, 2024).

Videos that have been optimized by TikTok will easily get FYP because these optimized videos are always shown to many people so that the flow becomes more repetitive and the FYP level gets higher.

III.3 Engaged with the audience

"You can even become engaged if, for example, in the challenge or in the TikTok dance, they also want to take part in the challenge and want to make their own version of the challenge or of the TikTok dance" (Leo, 2024).

Based on information from Leo's book, viewers who take part in the TikTok dance challenge until they want to take part in the challenge created and want to create their own version can build a relationship with the audience. This has a positive impact because it is engaged with the audience.

III.4. More interaction on the content will increase the FYP video

"...So the more comments, the more likes, the more interactions on your content, it will increase the chances of your video getting FYP" (Leo, 2024).

So according to information from Leo's book, the more interaction from the audience such as liking, commenting and sharing videos will improve the video for FYP

IV. BRAND AWARENESS

IV.1 Focus on 1 Niche

"So it's no problem, create several niches in one account. "In reality, it's not that easy. You have to imagine your audience, so that when you discuss two topics at once, will the audience still relate to these two niches? I'll take an example, on my skincare account, apart from discussing my skincare Also discussing perfume. Why? Because it turns out that my audience who likes skincare also likes perfume" (Leo, 2024).

According to Leo's book, it explains that one account must have 1 niche or 1 topic that is mastered. According to Leo, you can take 2 niches as long as they are related with the audience as exemplified, namely the theme of discussing skincare and perfume.

IV.2 FYP plus synergy live stream

"So my assumption is, when we broadcast live, our videos will also be increasingly optimized by TikTok. So, what advice do I have for those of you who want to use FYP plus live stream synergy? When there is an FYP video, make sure you broadcast live immediately. Because when you go live, you also have to know that this will help your videos be further optimized by TikTok" (Leo, 2024).

According to information from Leo's book, Leo Giovanni has a theory about doing live when FYP videos can attract a larger number of viewers. Because when a video enters FYP, and the content creator goes live, the profile section has a bright circle, indicating that the creator is going live. Because when a video enters FYP, most people will click on the profile to enter the live stream because they are curious about the live that the creator is doing.

IV.3 Live Events

"By holding a Live Event by setting a live schedule, all videos that enter FYP will later appear with this live event feature. In my opinion, this feature is very helpful so that our audience knows when we are going live and at least makes the audience come to our live." (Leo, 2024).

According to Leo, the Live Event feature is very important for telling the schedule when it will be live and at least making the audience interested in going live.

V. STRENGTHENING BRAND IMAGE

V.1 Create content that is relatable

"Again, the key is to create content that is interesting and "relates" to our audience" (admin wagmi 2024).

1.) Informational Content

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- a. Review or sharing content
- b. Fact content
- c. Content sharing experiences or tutorials on doing something.2.) Entertainment Content
- a. Challenges
- b. TikTok Dance
- c. Quiz
- d. A day in my life

According to the wagmi admin, the key to making videos that can be optimized for TikTok to reach FYP is to create content that relates to the audience. This can build engagement with the audience. Content in TikTok can choose 2 concepts, namely information content or entertainment content.

V.2 Good content must have clickbait

"Good content must have good clickbait, and this is the message we must convey to KOLs." (admin wagmi 2024).

According to Leo, clickbait is important because this strategy can increase brand awareness, increase business exposure, increase relationships with influencers and business partners, and reach a wide range of consumers. Clickbait can help increase brand awareness by making content titles more interesting and arousing audience curiosity.

VI. Expanding Market Share

VI.1 The audience formed will be in accordance with the target market.

"If you focus on one niche, the audience formed will be in accordance with the target market" (Wagmin, 2024).

According to wagmin, to be able to form an audience, you have to create 1 niche in one account, after that the audience in the account will be formed automatically according to the interests of the content created.

VI.2 Maximizing the Use of SEO

"SEO is an abbreviation for search engine optimization... So our goal in studying this is, when people search for something, our videos can appear at the top of searches" (Leo, 2024).

According to Leo, when creating content, you must also maximize the use of SEO because it can increase the visibility of the content so that the content is easily found by TikTok users who are looking for relevant topics.

VI.3 Follow the trend

"Brand owners must also be aware of the types of content that are currently trending. What do you mean by content type? Approximately what type of content the audience currently likes, whether short videos, story telling, or battle content..." (Leo, 2024).

According to Leo, brand owners must also be aware of the types of content that are trending because this can increase FYP, increase engagement, increase the number of followers, and increase relationships with influencers or business partners.

VI.4. New TikTok accounts are more optimized

"There's a video that goes into your FYP and it has a lot of likes, until you think it looks like this person's videos are often FYP, here. "But when you open the profile, wow, it turns out that this account doesn't have 1000 followers. But there are already a lot of videos with hundreds of thousands of views, even millions of views" (Leo, 2024).

According to Leo, New TikTok Accounts are more optimized by TikTok because they have several advantages compared to accounts that have been operating for a long time. This is due to the reach of a wide account so that the audience prefers new and relevant content, because it uses SEO strategies to the maximum so that the content can be reached by the audience. This advantage is what makes new accounts more optimized by TikTok.

VII. Increase Sales

VII.1 Live Sales

"...And it could be that the live is live sales..." (Wagmin, 2024).

According to Wagmin, live sales can increase the number of sales because live TikTok can reach more viewers and at the same time can increase engagement, increase customer trust in goods or services, so that they are confident in making purchases.

VII.2 TikTok Marketplace

"... this feature really changes the way TikTok works from being a short video platform to being like an indirect marketplace. When you open the TikTok Shop feature, you will be able to see sales analytics..." (Leo, 2024).

According to Leo, in the past, TikTok was only an application that provided entertainment content in the form of short videos. Currently, TikTok has turned into a video application as well as an indirect marketplace. This can make it easier for viewers who are interested in the product to just click on the yellow basket and check out without any hassle.

VII.3 Yellow Cart Feature

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“...with the yellow basket, TikTok is trying to combine social media and marketplace into one...” (Leo, 2024).

According to Leo, this yellow basket feature makes it very easy for buyers to check out by clicking on the yellow basket then paying via virtual or COD. This TikTok feature not only provides benefits to customers but also benefits shops and influencers

VIII. Achieving Maximum Profits for the Company

VIII.1 Spark Code

“The aim of this spark code is that we give access to certain brands or people to advertise our videos or our content” (Leo, 2024).

According to Leo, this feature on TikTok can provide maximum benefits because the spark code feature is a feature that gives brands access to advertise or endorse influencers. And there is another advantage, namely that when someone checks out the advertised video, the commission will also go to the influencer.

VIII.2 Commission Feature

“...commission feature, where if you click, you can see the commission you have earned and just withdraw it. “In my opinion, withdrawing commissions on TikTok is very easy, because in my experience withdrawing commissions is very fast, less than 1/2 a day, usually the commission has already entered my account.” (Leo, 2024).

According to Leo, the TikTok commission feature is one way for TikTok users to earn money from their viewers. By using this feature, TikTok users can receive virtual gifts from viewers which can later be exchanged for money.

VIII.3 Check out incoming commissions

“When this video is advertised, and someone checks out via our yellow basket, the commission still goes to us” (Leo, 2024).

According to Leo Check out commission entry on TikTok is a feature that allows users to view and manage the commissions they earn from selling affiliate products through the TikTok Shop platform. In this feature, users can view all the commissions they earn from selling affiliate products and manage those commissions to use as an additional source of income.

Triangulation Theory Trigger Phase

Based on the results of observations and interviews with FYP TikTok specialist Leo Giovanni regarding the Hook Behavior Model analysis.

1. Device usage and account location have an influence on helping FYP videos
2. Leo Giovanni's strategy is to use clickbait in the first 3 seconds of the video by using exclamatory words to arouse the audience's curiosity.
3. Call to Action strategy at the end of the video which is always used by Leo Giovanni to give instructions to the audience which can be done through movement, direct words or just through text.
4. Using relevant hashtags can help direct videos to audiences interested in content. Apart from that, using hashtags can increase visibility, engagement and increase sales.
5. The strategy of creating content using trending sounds can help TikTok videos enter FYP because people want to hear sounds or background sounds that are viral.

Based on research conducted by Budianto, D. A., & Khasanah, (2024) on influencer Natasha Surya who is involved in the world of social media, especially on the TikTok platform. The marketing communication methods used by Kak Nat contain informative, educational and persuasive methods. From the methods that Kak Nat always uses, it turns out that it has succeeded in attracting people's interest in just watching the live streaming and even buying the products that are being reviewed by Kak Nat. From Kak Nat's experience, researchers concluded that in the world of social media there must be something called strong consistency because the competition out there is very tight. If the quality of the work is very good but there is no consistency in it, image building will be difficult to achieve its goals. Meanwhile, one of the important things in the world of marketing is consumer trust. From trust, consumers will easily decide to buy because of the feeling of comfort, security and trust itself. The strategy of building and maintaining an image is not as trivial as simply claiming oneself with the image one wants. Sis Nat has a new method that opens up broad insight for researchers, that profits in terms of work are not everything. Not randomly reviewing a product is an action to ensure that Kak Nat's image is maintained, because choosing a product will leave a special memory for the audience. Memories that are repeated over and over again will stick in your mind and at that time Sis Nat will be known as an influencer who is an expert in her field. Apart from that, Nat also added that what is no less important for building an image is "consistency in quality, then quantity." The process of creating content or video teasers is one effective way to increase the number of viewers on Live streaming. This strategy is used as well as possible by Kak Nat, and on this occasion Kak Nat always thinks about the details of the video he will upload, such as looking for interesting topics that will be applied as story telling in the video, using relaxed or slang language, not exaggerating in reviewing video, very clear video quality, video narrative that is weighed in such a way, and of course the selection of brands that will collaborate with Kak Nat. From this video teaser, there will be potential viewers who are ready and very curious about the content of Kak Nat's Live Streaming.

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Routine Phase

1. Consistently post at least 1 video every day.
2. Wagmi prime time 1137 posting strategy, namely posting at hours optimized by TikTok.

Based on research conducted by Zephaniah, C. O., Ogba, I. E., & Izogo, (2020) on influencer Natasha Surya who is involved in the world of social media, especially on the TikTok platform. The marketing communication methods used by Kak Nat contain informative, educational and persuasive methods. From the methods that Kak Nat always uses, it turns out that it has succeeded in attracting people's interest in just watching the live streaming and even buying the products that are being reviewed by Kak Nat. From Kak Nat's experience, researchers concluded that in the world of social media there must be something called strong consistency because the competition out there is very tight. If the quality of the work is very good but there is no consistency in it, image building will be difficult to achieve its goals. Meanwhile, one of the important things in the world of marketing is consumer trust. From trust, consumers will easily decide to buy because of the feeling of comfort, security and trust itself. The strategy of building and maintaining an image is not as trivial as simply claiming oneself with the image one wants. Nat has a new method that opens up broad insight for researchers, that profits in terms of work are not everything. Not randomly reviewing a product is an action to ensure that Kak Nat's image is maintained, because choosing a product will leave a special memory for the audience. Memories that are repeated over and over again will stick in your mind and at that time Sis Nat will be known as an influencer who is an expert in her field. Apart from that, Nat also added that what is no less important for building an image is "consistency in quality, then quantity." The process of creating content or video teasers is one effective way to increase the number of viewers on Live streaming. This strategy is used as well as possible by Kak Nat, and on this occasion Kak Nat always thinks about the details of the video he will upload, such as looking for interesting topics that will be applied as story telling in the video, using relaxed or slang language, not exaggerating in reviewing video, very clear video quality, video narrative that is weighed in such a way, and of course the selection of brands that will collaborate with Kak Nat. From this video teaser, there will be potential viewers who are ready and very curious about the content of Kak Nat's Live Streaming.

Investment Phase

1. To see the age range of viewers who view Leo's content, look at the Analytics feature
 2. Video performance assessment assessed by TikTok is based on engagement by viewers based on Follow, Like, Comment, share and watch time, and based on the time the viewer watches the video.
 3. Video Evaluation Phase to assess whether the video will continue to be optimized and shown to many people or the optimization will be stopped because the video is no longer interesting.
 4. Leo's strategy for increasing traffic on TikTok is by inviting outside traffic by sharing video clip links on other social media.
- Based on findings from research conducted by (Edy Chandra, 2023) In digital marketing communications, the TikTok algorithm has a significant role in helping marketers achieve their goals.

1. TikTok's algorithm enables accurate targeting of relevant audiences based on user data, thereby maximizing the effectiveness of marketing campaigns.
 2. Personalization of content provided by the TikTok algorithm increases user engagement with marketing content.
 3. These algorithms have the ability to virally popularize content, providing significant exposure for marketing messages.
 4. Active interactions enhanced by the TikTok algorithm, such as likes, comments, and shares, can increase the visibility of marketing content.
 5. Collaboration with influencer creators on TikTok can be an effective strategy in marketing communications on this platform.
 6. Available data and analytics help marketers understand campaign performance better and take corrective action if necessary.
- By understanding and harnessing the power of the TikTok algorithm, marketers can achieve better results in their digital marketing communications efforts on the platform. Creative, interactive and relevant communication with the audience is the key to success in achieving marketing goals on TikTok

Brand Awareness

1. Leo's strategy to increase viewers on live streams by doing live stream synergy when there is a FYP video.
2. The live event strategy is used to give followers a schedule to be able to take part in the live sessions that will be held

Based on research conducted by Jauhariya, K. C., Yunus, M. I., & Pamuji, (2022) on influencer Natasha Surya who is involved in the world of social media, especially on the TikTok platform. The marketing communication methods used by Kak Nat contain informative, educational and persuasive methods. From the methods that Kak Nat always uses, it turns out that it has succeeded in attracting people's interest in just watching the live streaming and even buying the products that are being reviewed by Kak Nat. From Kak Nat's experience, researchers concluded that in the world of social media there must be something called strong consistency because the competition out there is very tight. If the quality of the work is very good but there is no consistency in

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it, image building will be difficult to achieve its goals. Meanwhile, one of the important things in the world of marketing is consumer trust. From trust, consumers will easily decide to buy because of the feeling of comfort, security and trust itself. The strategy of building and maintaining an image is not as trivial as simply claiming oneself with the image one wants. Nat has a new method that opens up broad insight for researchers, that profits in terms of work are not everything. Not randomly reviewing a product is an action to ensure that Kak Nat's image is maintained, because choosing a product will leave a special memory for the audience. Memories that are repeated over and over again will stick in your mind and at that time Sis Nat will be known as an influencer who is an expert in her field. Apart from that, Nat also added that what is no less important for building an image is "consistency in quality, then quantity." The process of creating content or video teasers is one effective way to increase the number of viewers on Live streaming. This strategy is used as well as possible by Kak Nat, and on this occasion Kak Nat always thinks about the details of the video he will upload, such as looking for interesting topics that will be applied as story telling in the video, using relaxed or slang language, not exaggerating in reviewing video, very clear video quality, video narrative that is weighed in such a way, and of course the selection of brands that will collaborate with Kak Nat. From this video teaser, there will be potential viewers who are ready and very curious about the content of Kak Nat's Live Streaming.

Strengthen Brand Image

1. The successful content strategy used by Leo is to determine 1 niche in one account so that it is easy for the audience to recognize.
2. To strengthen the brand image, you must create relatable content by choosing entertainment or informative content.

Based on research conducted by Djawa, S. K., & Rahman, (2023), the results obtained from the analysis and discussion above showed the first results: there was a very significant increase in orders for TikTok marketing products. Second: there is an increase in customer trust in all the products offered by TikTok. Third: customer satisfaction exceeds products produced by other digital marketing institutions. TikTok Marketing is a method of marketing a brand, product or service for a business through the TikTok platform. These methods include influencer marketing, TikTok Ads, viral content creation and more. The thing you need to pay attention to in TikTok marketing activities is that you need analysis and get to know how the platform works first. The goal is that the promotional activities you carry out can produce maximum results.

Expanding market share

1. According to wagmin, beginner content creators must first determine their niche and the audience will automatically form according to those interested in the content.
2. Leo's strategy for getting his content into FYP is by maximizing SEO (Search Engine Optimization), increasing the visibility of the content so that the content is easily found by TikTok users who are looking for relevant topics.
3. Follow trending content to increase engagement and improve FYP videos.
4. According to Leo, new accounts will be further optimized by TikTok

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Increase Sales

1. Live selling or live selling on TikTok can increase sales.
2. The TikTok application, which was originally just music.ly, has now turned into a marketplace.
3. According to Leo, the yellow basket in the TikTok application makes it very easy for people to check out simply without any hassle.

Based on research conducted by Jauhariya, K. C., Yunus, M. I., & Pamuji, (2022) on influencer Natasha Surya who is involved in the world of social media, especially on the TikTok platform. The marketing communication methods used by Kak Nat contain informative, educational and persuasive methods. From the methods that Kak Nat always uses, it turns out that it has succeeded in attracting people's interest in just watching the live streaming and even buying the products that are being reviewed by Kak Nat. From Kak Nat's experience, researchers concluded that in the world of social media there must be something called strong consistency because the competition out there is very tight. If the quality of the work is very good but there is no consistency in it, image building will be difficult to achieve its goals. Meanwhile, one of the important things in the world of marketing is consumer trust. From trust, consumers will easily decide to buy because of the feeling of comfort, security and trust itself. The strategy of building and maintaining an image is not as trivial as simply claiming oneself with the image one wants. Nat has a new method

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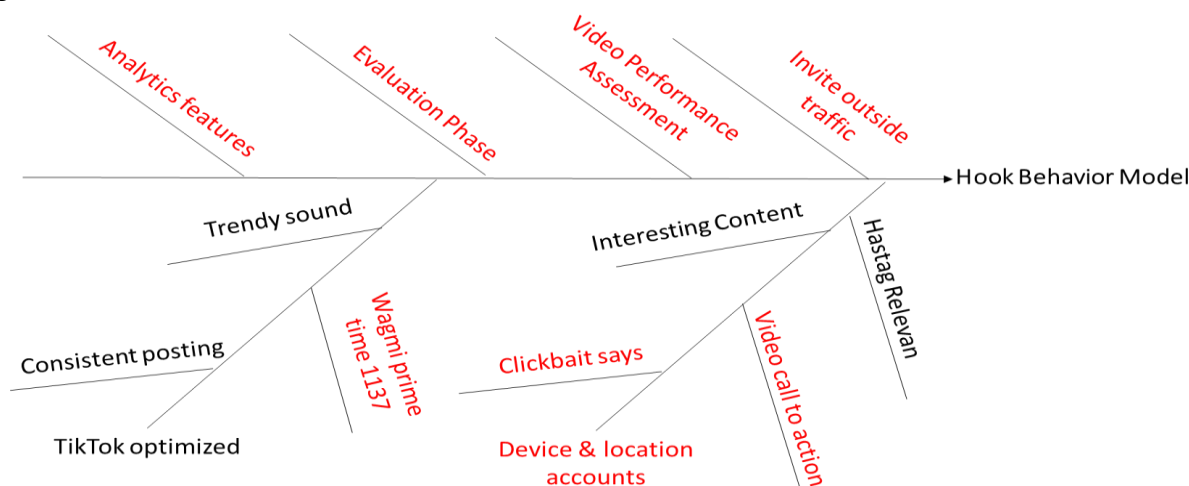
that opens up broad insight for researchers, that profits in terms of work are not everything. Not randomly reviewing a product is an action to ensure that Kak Nat's image is maintained, because choosing a product will leave a special memory for the audience. Memories that are repeated over and over again will stick in your mind and at that time Sis Nat will be known as an influencer who is an expert in her field. Apart from that, Nat also added that what is no less important for building an image is "consistency in quality, then quantity." The process of creating content or video teasers is one effective way to increase the number of viewers on Live streaming. This strategy is used as well as possible by Kak Nat, and on this occasion Kak Nat always thinks about the details of the video he will upload, such as looking for interesting topics that will be applied as storytelling in the video, using relaxed or slang language, not exaggerating in reviewing video, very clear video quality, video narrative that is weighed in such a way, and of course the selection of brands that will collaborate with Kak Nat. From this video teaser, there will be potential viewers who are ready and very curious about the content of Kak Nat's Live Streaming.

Achieving Maximum Profits for the Company

1. Spark code according to Leo is very important for influencers to give brands access to advertise.
2. According to Leo, the TikTok commission feature is one way for TikTok users to earn money from their viewers
3. According to Leo Check out commission entry on TikTok is a feature that allows users to view and manage the commissions they get from selling affiliate products through the TikTok Shop platform.

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Findings



Source: researcher's findings Hook Behavior Model, 2024

1. Devices and accounts

The type of device used and account location affect the TikTok algorithm. The device or type of device used can affect the user experience, including how the TikTok application runs, the quality of the videos created or displayed, and much more. The location account has the effect of displaying content that is relevant to the user's geographic location.

2. Has clickbait

In creating good content, you must have clickbait. Because the first 3 seconds of content play a big role in inviting the audience to watch the video until the end, this will increase. Because when people are not curious then the audience will not be interested in watching the video until the end. To invite curiosity, creators can use exclamatory words such as hah, swear, and many more. When using clickbait, the creator must summarize the content in the first 3 seconds so that the audience will be interested and understand the topic of discussion. Clickbait is a type of hook that aims to attract the attention of viewers to stop scrolling the video.

3. Video Call To Action

A video call to action is the part of the video at the end where the creator directs the audience to take certain actions, such as

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encouraging the audience to like, comment, follow, share, or buy the product being recommended. Calls to action can be made either directly or using text in the video, or you can also use gestures.

4. Wagmi Prime Time 1137

Prime time is the best time recommended for carrying out activities on social media to upload videos so they can penetrate FYP (For Your Pages). According to Leo Giovanni, he has a strategy for the best time to upload TikTok, namely what is called wagmi prime time 1137, which means the best video upload time is 11 am, 3 pm and 7 pm because at that time many TikTok users are opening the TikTok application.

5. Analytics features

This feature helps creators know or track the performance of the content they create and understand their audience well. From the analytics feature, creators can see the video retention rate, see the reach of the video, how many people have watched the video, provide information about interaction from viewers, provide information about user demographics, provide information about the highest time of video posting, and can provide information about the video interaction rate. .

6. Video performance assessment

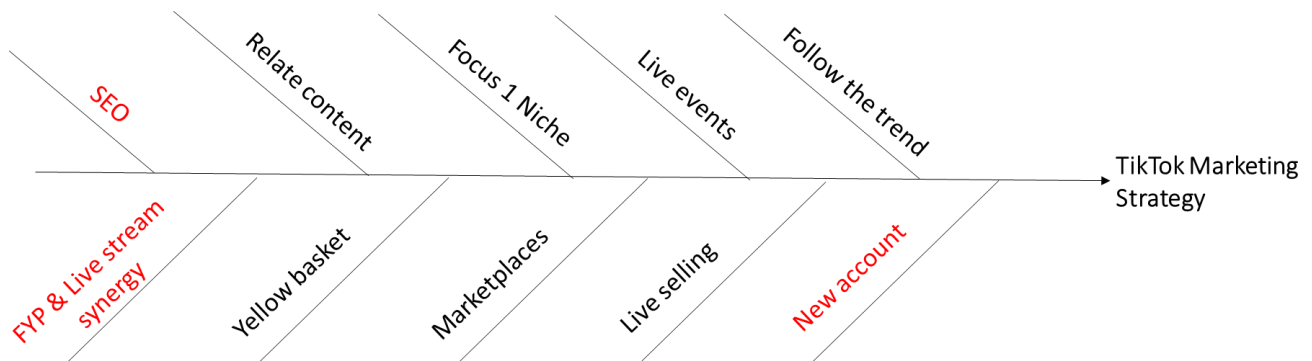
TikTok assesses the performance of videos based on several engagements such as likes, follows, comments, shares and watch time, whether the viewer watches the video until the end or just skips it for a few seconds. Then see whether the audience will watch it again (rewatch).

7. Evaluation Phase

The evaluation phase is where the TikTok algorithm determines the fate of this video, whether it will continue to be optimized or the optimization will be stopped on the grounds that the video no longer has any interest. But if the video after being evaluated for performance is good, the video will continue to be optimized and shown to more users. A video that is FYP cannot be FYP forever.

8. Invite outside traffic

Inviting outside traffic is by sharing TikTok links on various social media other than TikTok. Outside traffic has a big influence on video retention rates and increases engagement. Traffic from outside plays a big role as long as engagement is still organic.



Source: researcher's findings TikTok Marketing Strategy, 2024

1. SEO (Search Engine Optimization)

The TikTok application continues to evolve from a short video platform, TikTok evolved into a marketplace, then TikTok became a search engine. SEO is the most frequently performed search by users on TikTok. SEO can be used to increase the chances of videos getting into top search recommendations. The use of SEO can be done through the default video in text from the TikTok application, clear voice over, using captions that relate to keywords that the audience is searching for, and hashtags are very helpful and have an important role in increasing videos to top searches.

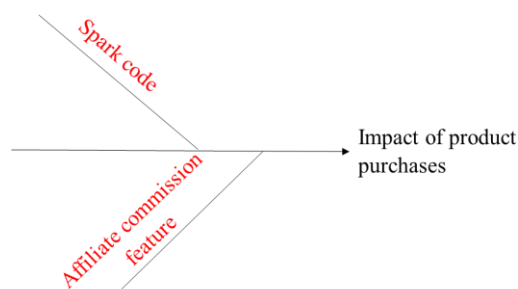
2. FYP & Live Stream Synergy

FYP & Live Stream Synergy in question is a combination of videos included in FYP TikTok with Live streams which can increase the audience. According to Leo, he gained a theory during his 1.5 years of content experience. When the audience watches FYP videos, it is more crowded than live without FYP videos.

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3. New Account

New Accounts on TikTok are more optimized or get more attention from the platform. The TikTok algorithm gives new account owners the opportunity to display new content. TikTok's algorithm may also use new accounts as part of an experiment to understand user preferences. By promoting content from new accounts, platforms can collect further data about user preferences and how best to customize their feeds.



Source: researcher's findings Impact of product purchases, 2024

1. Spark code

The spark code feature is usually used by content creators with the aim of providing access to brands such as advertising the creator's videos. When brands want to advertise a creator, they must provide access by providing a spark code. So the spark code is like a key to accessing the video that the creator has made for the brand to advertise the video... the advantage of giving the spark code to the brand is that indirectly the video will be advertised, the views will automatically increase, and if someone is interested in checking out then there will be a commission will still come in.

2. Affiliate commission feature

Commission feature. If you click, the account owner can see the commission received from the affiliate program on TikTok. If the creator makes a video that includes a yellow basket and then someone checks out, the affiliate commission reward will automatically come in. Then, if you want to withdraw the commission you have earned, you can use your account connected to your personal M banking

VI. CONCLUSION

Based on the results of data analysis carried out by researchers, it was found that Leo was successful in building 3 TikTok accounts in a short time just by creating interesting content, and content that always made people curious. In attracting the audience's attention using a hook behavior strategy (Hook Behavior Model), there are several phases carried out, namely the trigger phase, routine phase, investment phase and variable reward phase. This phase can be found in Leo's account, namely:

a. Device and account type; b. Clickbait; c. Video Call To Action; d. Wagmi Prime Time 1137; e. Analytics features; f. Relevant hashtags; g. SEO (Search Engine Optimization); h. Inviting Outside Traffic; i. FYP & Live Stream Synergy; j. New Account; k. Spark code; l. Affiliate Commission Feature.

Based on the research that has been carried out, researchers try to provide suggestions

- a. For Leo Giovanni, to create content regarding the explanation of the hook, you can clarify whether the clickbait with the hook is the same or different so that the audience understands better to be able to make the video even more interesting.
- b. For future researchers, suggestions for future researchers who will continue this research are to look for the latest findings by looking for informants who are more competent in this field.

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ATTACHMENT

Question Guidance

Topic	Question
Marketing strategy	1. To Increase Sales
	2. Expanding Market Share
	3. Strengthen Brand Image
	4. Increase consumer awareness of products or services
	5. Achieve maximum profits for the company.
Hook Behavior Model (HBM)	6. Trigger Phase
	7. Routine Phase
	8. Variable Reward Phase,
	9. Investment Phase



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