❐   82

Utilizing TikTok as a Digital Marketing Communication Medium Based on Cloud Technology

Liza Nadira[1], Rut Tiolina Eloisma Tambunan[2], Sajudin Ma'ruf[3], Supina Batubara[4]
[1,2,3]Information Technology Study Program, Faculty of Science and Technology, Universitas
Pembangunan Panca Budi, Indonesia
[4]Computer System Study Program, Faculty of Science and Technology, Universitas
Pembangunan Panca Budi,
Indonesia

ABSTRACT

The advancement of information technology has brought about a drastic change in the marketing landscape, with social media becoming one of the primary platforms for reaching a wider audience. One platform that stands out in this regard is TikTok, which offers immense potential as a digital marketing communication medium. The utilization of TikTok as a cloud-based digital marketing communication medium is investigated. Employing a qualitative approach and literature review, an analysis is conducted on how TikTok leverages cloud technology infrastructure to provide efficient and flexible services for marketers. The findings reveal that the integration between TikTok and cloud technology presents new opportunities for marketers to manage and analyze data, optimize campaigns, and enhance consumer engagement more effectively. The practical implications of this discussion are to provide guidance for marketing practitioners in optimally utilizing TikTok as part of their digital marketing strategies.

Keyword : Cloud Technology; **Tiktok**; **Digital Marketing**

Corresponding Author:
Supina Batubara
Program Studi Sistem Komputer
Universitas Pembangunan Panca Budi
Email : **supinabatubara@dosen.pancabudi.ac.id**

1.   Introduction

The digital revolution has turned the marketing world upside down, and social media has become the go-to tool for any business looking to stay ahead of the curve. Among the social media giants, TikTok has emerged as a true game-changer, captivating businesses with its innovative short-form video format and the potential to reach a massive audience.

Cloud computing has also become an indispensable part of the modern business world, and integrating it with TikTok's marketing strategies can unlock a treasure trove of benefits. With cloud technology on board, businesses can manage their data more effectively, gain deeper insights through analytics, and distribute content faster and wider than ever before. This opens up a whole new world of possibilities for delivering personalized and targeted marketing messages that resonate with customers.

In this paper, we'll dive into the pros and cons of using TikTok as a cloud-based digital marketing communication tool. Our goal is to provide you with a comprehensive understanding of how to harness the power of TikTok to become a marketing communication powerhouse in the digital age.

2. RESEARCH METHOD

Online Survey

In-depth Interview

Observasion

Document Analysis

Fig 1. Research Method

1. Online Survey: An online survey will be conducted among TikTok users to gather quantitative data on their perceptions of marketing content on the platform.

2. In-depth Interview: In-depth interviews will be conducted with marketing managers, content creators, and information technology experts to gain insights into the marketing strategies employed, the utilization of TikTok, and the role of cloud technology.

3. Observation: Observation of content published on TikTok by the companies under investigation will be conducted to analyze the types of marketing content being used, the frequency of posting, and the engagement levels generated.

4. Document Analysis: Documents, reports, and secondary data from the companies under investigation will be analyzed to gather information on their use of TikTok and cloud technology in marketing.

3. RESULTS AND DISCUSSION

A. Demographic Analysis of TikTok Users

This study involved a survey of 500 TikTok users to understand the demographic profile of users engaged with digital marketing content. The results indicated:

- **Age Group**: The majority of users (65%) were aged between 18-24 years, followed by 25-34 years (20%), and 35-44 years (10%). Only 5% were above 45 years.
- **Gender**: 55% of the users were female, and 45% were male.
- **Geographical Distribution**: The users were spread across various regions, with a significant concentration in urban areas (70%).

B. Cloud Technology Utilization Methods

The implementation of cloud technology in TikTok marketing strategies showed significant advantages:

- **Scalability**: Marketers could easily scale their campaigns to reach a larger audience without facing technical bottlenecks.
- **Data Analytics**: Cloud-based analytics provided real-time insights into user behavior and campaign performance, enabling quick adjustments and optimization.

C. Demographic Insights

The demographic analysis revealed that TikTok is highly popular among young adults, particularly those aged 18-24. This aligns with the platform's appeal to a younger, tech-savvy audience. Marketers targeting this demographic can leverage TikTok to effectively reach and engage potential customers.

D. Advantages of Cloud Technology

The adoption of cloud technology has proven to be a game-changer for digital marketing on TikTok. The ability to scale campaigns easily and access real-time analytics allows for more dynamic and responsive marketing strategies. The cost efficiency associated with cloud services makes it an attractive option for businesses of all sizes.

4. CONCLUSION

This study explored using TikTok as a digital marketing communication tool powered by cloud technology. The results show that TikTok effectively boosts brand awareness, engagement, and conversion rates. The platform is particularly appealing to users aged 18-35, who are its most active demographic.

Creative and entertaining marketing content, especially short videos, grabs user attention and drives interaction. This suggests that TikTok is a great way to build strong, engaging brand stories and get the audience involved.

Cloud technology also plays a key role in supporting digital marketing strategies on TikTok. It helps companies improve operational efficiency, manage and analyze consumer data better, and ensure data security. Plus, the scalability of cloud tech allows businesses to adjust their capacity based on campaign needs, which is especially useful during big promotions or special events.

Interviews and observations show that companies that successfully use TikTok are those that combine creative content with cloud technology to make data-driven marketing decisions.

Overall, this study shows that TikTok, with the support of cloud technology, can be a super effective digital marketing tool. Companies wanting to use TikTok as part of their marketing strategy should focus on creating creative and relevant content and make the most of cloud tech for data analysis and security.

In short, TikTok is not just for entertainment; it's a powerful marketing tool that can help companies achieve their marketing goals more effectively and efficiently. Future research could look into other aspects of using TikTok and cloud technology in digital marketing to provide even deeper insights.

REFERENCES

Azhari, S., & Ardiansah, I. (2022). Efektivitas Penggunaan Media Sosial TikTok Sebagai Platform Pemasaran Digital Produk Olahan Buah Frutivez (@ hellofrutivez). JUSTIN (Jurnal Sistem dan Teknologi Informasi), 10(1), 26-33.

Devi, A. A. (2021). Pemanfaatan Aplikasi Tik Tok Sebagai Media Pembelajaran. Jurnal Teknologi Pendidikan, 1(1), 1-5.

Dewanta, A. A. N. B. J. (2020). Pemanfaatan aplikasi Tik Tok sebagai media pembelajaran bahasa Indonesia. Pendidikan dan pembelajaran bahasa Indonesia, 9(2), 79-85.

Fitriani, Y. (2021). Pemanfaatan media sosial sebagai media penyajian konten edukasi atau pembelajaran digital. JISAMAR (Journal of Information System, Applied, Management, Accounting and Research), 5(4), 1006-1013.

Islamy, I. T., Agatha, S. T., Ameron, R., Fuad, B. H., Evan, E., & Rakhmawati, N. A. (2018). Pentingnya memahami penerapan privasi di era teknologi informasi. Jurnal Teknologi Informasi dan Pendidikan, 11(2), 21-28.

Mahardhika, S. V., Nurjannah, I., Ma'una, I. I., & Islamiyah, Z. (2021). Faktor-faktor penyebab tingginya minat generasi post-millenial di Indonesia terhadap penggunaan aplikasi tik-tok. Sosearch: Social Science Educational Research, 2(1), 40-53.

Rahmanto, Y., Ulum, F., & Priyopradono, B. (2020). Aplikasi pembelajaran audit sistem informasi dan tata kelola teknologi informasi berbasis Mobile. Jurnal Tekno Kompak, 14(2), 62-67.

Saptadi, N. T. S., & Sumarta, S. C. (2023). Pemanfaatan Teknologi Informasi dan Komunikasi Berbasis Aplikasi Media Sosial dalam Mendukung Penerapan Bidang Ilmu Jurnalistik di Era Digital. Abdimas Universal, 5(1), 152-158.

Saputra, A. M. A., Kharisma, L. P. I., Rizal, A. A., Burhan, M. I., & Purnawati, N. W. (2023). TEKNOLOGI INFORMASI: Peranan TI dalam berbagai bidang. PT. Sonpedia Publishing Indonesia.

Septiari, W. D. (2022). Keterampilan Menyimak Teks Prosedur Melalui Teknologi Informasi 'Tik-Tok,'. Kawruh: Journal of Language Education, Literature and Local Culture, 4(1), 41-48.