

Marketing Communication On The Tiktok Shop Application Among Housewives Of Gampong Simpang Empat Lhokseumawe

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ABSTRACT

TikTok Shop is currently an online shopping medium. In the current era, TikTok is not only used by children or teenagers, even parents also use the application. The aim of this research is to find out how marketing communication occurs at the TikTok Shop among housewives. This type of research is qualitative research. This research was located in Gampong Simpang Empat Lhokseumawe, Aceh. With a housewife informant who is around 30 years old. The results of this research are that with the emergence of the TikTok Shop, this can be seen by making interesting content to attract housewives' attention to the content presented by the sellers in the TikTok Shop. It can be seen from the theory used by AISAS (attention, interest, search, action, share)

TikTok shop marketing communications among housewives is still going well, although there are some mothers who still have difficulty using this feature. In this research, we can see the obstacles experienced by these housewives with various kinds of obstacles, and how these housewives overcome their obstacles, namely by looking for information about using the TikTok Shop application in order to make it easier for housewives to do their work. shop online in the application. Online shop sellers can use this TikTok shop feature to promote their goods or services to attract buyers, such as housewives.

Keywords: : *Marketing Communications, TikTok Shop, AISAS*

1. INTRODUCTION

With the many e-commerce platforms emerging, competition for online shop sellers is getting tighter, one of which is TikTok Shop, which recently appeared in 2021. TikTok itself is a social media application that provides interesting video shows to its users. This application was released in September 2016 by the founder of Toutiao, Zhang Yiming from China. TikTok provides a place for its users to express themselves through music videos that they can make themselves. This is what makes TikTok stand out among other online media. Since TikTok released its newest feature, many Indonesians have turned to using TikTok Shop as an online shopping medium at this time. [1]

The increasingly rapid development of technology, many e-commerce platforms are emerging, which has an impact on consumer behavior. In Indonesia, online shopping has become something people usually do to save time and energy. So it is no surprise that in

Indonesia there are many large e-commerce and marketplaces with fantastic capital for Indonesian industry, such as Tokopedia, Shopee, Bukalapak, Lazada, Blibli and others. The use of the internet as marketing communication can be seen from the many advertisements that appear both in mass media and print media. As time progresses, more modern technology emerges following the development and behavior of society itself.

The rapid development of technology is also driving the shift in marketing systems from conventional to digital models, where digital media consists of text, sound, images and video. Switching to digital marketing begins to adopt everything in multimedia such as text, sound, images and video into a single unit that is useful for attracting customers to what sellers are offering. This is what makes digital marketing more popular and coupled with the existence of social media which can be used for free and can be downloaded easily, this makes it a factor

for sellers to take advantage of this as a first step in marketing [2]

TikTok Shop is already famous in Aceh, specifically in the city of Lhokseumawe, as is the case among the housewives of Gampong Empat, most of whom have started shopping online since the existence of TikTok Shop and it has become a current trend. Where most people shopping are housewives who spend a lot of time at home. This can be seen how often housewives shop online at TikTok Shop, where housewives buy daily necessities such as kitchen utensils, clothes, and even food they buy through the TikTok Shop application. The author examines the phenomenon that occurs among housewives in Gampong Empat, Lhokseumawe, where most housewives aged 30 years do online shopping 3 to 4 times a month. The increasing buying interest among housewives makes the author interested in researching this research to find out the reasons that make these housewives choose to shop at TikTok Shop. The aim of this research is to analyze how the AISAS Model marketing communications in the TikTok shop attracts interested housewives.

2. RESEARCH METHODS

This research uses a qualitative descriptive approach. Where this research explains that qualitative research aims to obtain an in-depth understanding of the situation at hand. Qualitative research focuses more on the process rather than the results obtained, because the parts studied will be much clearer if observed in the process.

This research is located at Gampong Simpang Jln. Retired Lhokseumawe Banda Sakti, North Aceh Regency. The reason the author chose this location and housewives as the object of the author's research is based on the author's interest in the field of marketing communications studies in the current digital era, which is increasingly advanced following the times. The reason the author researched TikTok Shop among housewives is because currently it is poisoning the world of housewives in Gampong Simpang Empat and has become a trend among these circles.

3. RESULT AND DISCUSSION

Marketing Communication Theory (AISAS Model)

The AISAS theory is a digital communication behavior model created by dentsu, an advertising agency in Japan in 2005. The AISAS theory consists of Attention, Interest, Search, Action, and Share. AISAS explains the significant changes in consumer behavior patterns since the presence of communication and information technology or new media, namely the internet. So that the effects caused. [3]

a. Attention

The first thing a marketers must do is introduce their product or brand by attracting consumers. Therefore, advertisements are needed that are neatly designed, and attractive so that the information conveyed is clear, and also in accordance with the needs. Ads that attract attention are ads that follow existing trends by using the right media so that they are effective. One way that can be done to maximize this stage is when choosing an interactive headline. Such as clickbait on the title or video to attract attention.

b. Interest

Potential customers are interested in existing advertisements, giving rise to curiosity. The attention that arises shows that the advertisements displayed are interesting, at this stage they will make a decision to further explore the advertisements displayed. Please note that they will seek more information about the information conveyed through the advertisement independently.

In this section based on research, it is evident that interest runs effectively on referral ads, namely where other parties introduce fasapay to other parties, here fasapay ads are listed on their website. The advertisement listed on their website is considered the most effective, because the target consumers are actively using the internet.

c. Search

As the behavior of consumers who find out in advance about a product seen through advertisements on the internet or social media. This step is very necessary because it really helps consumers in choosing the product or service they want to choose so that there are no mistakes in choosing. In this step, in addition to attractive advertisements and complete information about the product, it must be easily accessible to consumers in order to determine the next action in a series of AISAS processes.

d. Action

Is the next action taken by consumers after seeing an advertisement, this action can be a transaction or just asking about the product. This process occurs after the three processes above run well and as desired. Marketing communication that takes place creatively and effectively can be seen by the actions of consumers in seeing advertisements and it can be ascertained that the information conveyed is clear and makes a good impression on consumers on related companies.

e. Share

When consumers are satisfied they will tend to share their experiences with other potential consumers. It can be seen that the information that reaches consumers goes well and gets a positive effect from consumers. In the Dentsu team's study, it is certain that this stage is carried out by consumers, this is done because of the development of sophisticated technology so that they can easily share information via the internet both with text and video.

COMMUNICATIONS AMONG HOUSEWIVES

To offer these products to online business people or what is usually called digital marketing, to offer their products to business people using communication channels to provide complete information about the products being offered. The communication channels that are most widely used by online business people today are social media such as Facebook, Twitter, Line, Instagram and the most popular at the moment is TikTok which is easy to reach and widespread so that business people have turned to the TikTok shop to take advantage of providing information about products which is sold. To announce the product so that it can be known and attract the attention of consumers, online businesses also use various kinds of promotions. Promotion is a marketing communication activity where the activity is to communicate the superiority of the product and can persuade potential customers to buy the product.

Marketing communications is a company's activity in disseminating information, influencing and reminding the target market of its products so that they are willing to accept, buy and be loyal to the products offered. And to offer these products, sellers offer all kinds of products, so that their products are accepted on the market, the seller must inform them with caption message content or information that is as interesting as possible so that potential consumers feel interested in buying the products being offered. [4]

TikTok shop marketing communications to attract housewives' buying interest using the AISAS model. Attention, consumers and potential consumers when looking for information about the product they want to buy by looking at the information in the content displayed by the sellers to attract consumers, these housewives will look for information first before buying the product clearly. Interest, the emergence of buying interest among consumers after seeing and searching for information about the product. Search, potential consumers look for information about the product they want to buy by looking at the information on each product being sold. This is done by housewives before shopping, they first look at the product description.

Action, after searching for complete information, action arises from the housewife consumers. After getting the information and according to their wishes, they will immediately buy the product. Share, what arises after consumer satisfaction is that they tend to share their waterproof experience with other people.

The marketing communications carried out by Tiktok Shop among housewives are felt directly by these housewives, where most of them really enjoy shopping on this application. In fact, they feel satisfaction after shopping online because it saves time and energy.[5]

COMMUNICATION BARRIERS TO TIKTOK SHOP MARKETING AMONG HOUSEWIVES

The obstacle faced by housewives in shopping online is that there is no clear description of a product and there is still a lot of fraud that occurs which makes consumers such as housewives hesitate in choosing online shopping. Trust from consumers is very necessary in order to promote goods. or the product can run well and get what the seller and consumers want.

TikTok shop marketing communication among housewives is still not going well. Apart from these mothers who still find it difficult to use this feature, there are still many who are not interested in shopping on the application because there are several sellers who are less interested in buying from potential consumers such as housewives because There is no clear clarity regarding the goods or products promoted by online shop sellers on TikTok and there are fears about other things, such as fear of fraud.

4. CONCLUSION

Marketing communications carried out by online shop sellers on the TikTok Shop application to increase customer buying interest among housewives. Promotions carried out through videos and live streaming to increase sales make it easier for consumers to shop online on the application. Housewives from Gampong Empat Empat who often shop online on TikTok are interested in shopping on this application.

Dependence of housewives on online shopping on the TikTok Shop application. By using mass media, housewives can meet their daily needs. And it is very easy for online shop sellers to promote products or services by creating video content as interesting as possible to attract customers such as housewives

SUGGESTION

Based on the results of the research conducted, the researcher intends to provide suggestions that will hopefully be useful for future researchers

1. Academic Advice

a. Research related to marketing communications that will be studied by future researchers can explore, reveal and develop deeper information regarding marketing communications by utilizing social media such as TikTok Shop.

b. The researcher also advises future researchers to choose and use the AISAS model, because by using this model this research discusses in detail and details how marketing communications work well.

2. Practical Advice

a. Housewives can use social media to make online shopping more practical and save time and energy. Tiktok shop can be an application that can be used and housewives understand better how to use social media to make it easier.

b. Online shop sellers can use this TikTok shop feature to promote their goods or services to attract buyers, such as housewives.

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