

Marketing Communication Strategy @Jessiebeauty.id Via Tiktok

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Abstract:

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This study aims to examine the marketing communication strategies employed by the local cosmetic brand @jessiebeauty.id through the TikTok platform. In the digital era, social media has developed into an effective marketing tool, including in building brand image and influencing consumer purchasing interests. This study uses a descriptive qualitative approach with the theory of Integrated Marketing Communication (IMC), specifically the promotion mix approach, which includes advertising, sales promotion, public relations, personal selling, and direct marketing. Data were collected through in-depth interviews with TikTok users who are followers of the @jessiebeauty.id account. This research focuses on the communication efforts made by the brand to introduce products, build interaction with the audience, and shape consumer perceptions through content uploaded on TikTok.

Introduction

Beauty products have seen an increase in popularity among women, especially teenagers. This is due to the high level of competition in beauty products on social media platforms (Febriyanti, 2023). The more products that are introduced, the more consumers compete to try these new products. One platform that currently dominates product promotion and sales trends is TikTok. Sales in the beauty and personal care category on TikTok Indonesia increased by 7%, with total sales reaching IDR 402.53 billion, ranking at the top among all categories. TikTok is known as a social media platform that not only provides entertainment content but also offers e-commerce features that make it easier for businesses to sell products directly to their audience. With this TikTok platform, beauty products can be easily promoted to the target market. One of

the beauty products utilizing this platform is @jessiebeauty.id, owned by Jessica Jane (Febriyanti, 2023).

@jessiebeauty.id is a beauty product in the form of lipstick produced by Gracia Jessica Jane. Jessica started her career on social media with her lifestyle content; she is also a beauty content creator, with some of her content showing makeup tutorials. @jessiebeauty.id released its lipstick collection with unique and cute packaging, designed in the shape of an ice cream cone. With its small size containing 4 ml of product, it has obtained BPOM approval and Halal certification. In business activities, marketing is an inseparable aspect. Jessica Jane is one of the influencers with 6.1 million followers on Instagram and 11.6 thousand followers on TikTok. Jessica has successfully utilized TikTok as a means of marketing her cosmetic products, with her cosmetic product's social media reaching 5 thousand followers on TikTok and 18 thousand followers on Instagram (Permana, 2023). Most of the followers of the @jessiebeauty_id account are young female consumers, particularly from Gen Z and millennial groups, who are interested in local beauty products and actively use social media as a source of information before purchasing products. With the advancement of technology today, marketing products through TikTok can build brand awareness (Permana, 2023).

In marketing practice, every brand has its own difficulties, so the right marketing strategy is needed. Proper and wise account management is a form of planning in the field of marketing to direct activities that will be carried out, so that marketing goals are achieved (Permana, 2023). Online marketing strategies also have an impact on the economic value of a brand through pricing arrangements and the influence of production and consumption. marketing serves as a link between production and consumption, quality, and effectiveness based on what has been established (Febriyanti, 2023). In this context, marketing communication becomes very important as a planned effort to convey marketing messages to the target audience. Marketing communication is not just about selling products, but also about building perceptions, shaping brand image, and creating long-term relationships with consumers (Novita et al., 2023).

The choice of TikTok as the focus of the research is based on the unique characteristics of this platform compared to other social media. TikTok has an algorithm based on the For You Page that allows promotional content to reach a wider audience, even beyond the account's followers. This makes TikTok different from other platforms like Instagram, which are more follower-

oriented. TikTok can combine elements of entertainment with product promotion, thus creating a more interactive and persuasive marketing experience.

Based on previous research conducted by (Pertiwi, 2023) titled “Marketing Communication Strategy of [@sinarkosmetik_id](#) Through Instagram,” the study found that [@sinarkosmetik_id](#) successfully offers products that meet market needs with attractive displays and interactive marketing that builds trust. Through this communication strategy, they are able to maintain good relationships with consumers and remain trusted despite challenges in online transactions. Another study on marketing communication strategies was conducted by (Kusharyanti, 2024) entitled “Katsu Express Marketing Communication Strategy in Enhancing Brand Image Through TikTok Social Media,” with the research results showing that Katsu Express successfully utilized various elements of integrated marketing communication (IMC) such as advertising, sales promotion, interactive marketing, public relations, and word-of-mouth marketing to build a strong brand image. Both of these previous studies have several similarities, namely the use of the IMC theory, specifically the Promotion Mix, while the differences lie in the subjects and social media used, with one study using Instagram and the other using TikTok. Based on this, the researcher is interested in studying the marketing communication strategies of [@jessiebeauty_id](#) on the TikTok platform from the perspective of its consumers or followers. This study aims to understand how the marketing communication strategies carried out by the brand are able to build brand image and influence consumers' purchase intentions, especially from the viewpoint of the followers of the [@jessiebeauty_id](#) account on TikTok.

Marketing communication is a strategic process carried out by a company to effectively convey messages to target consumers about the products or services offered (Todorova, 2015). The purpose of marketing communication is to inform, persuade, and remind consumers, as well as to build brand image and long-term relationships between the company and customers (Firmansyah, 2020). According to (Firmansyah, 2020), marketing communication involves two-way communication, namely from the company to consumers and among consumers. This process is carried out using an integrated marketing communication approach, which combines various promotional tools into a single strategy that is consistent, persuasive, and coordinated. In this study, IMC is used as an analytical framework with a promotion mix approach consisting of five main indicators: advertising, sales promotion, public relations, personal selling, and direct

marketing. These indicators are used to examine how the TikTok account [@jessiebeauty.id](#) conveys its communication strategy to the audience.

One of the main approaches in IMC is the use of the Promotion Mix. (Todorova, 2015) states that the promotion mix consists of several key elements that complement each other to form a strong, unified marketing message:

- a. Advertising is a form of non-personal communication carried out by companies through paid media to promote products, services, ideas, or brands to a wide audience. The purpose of advertising is to create brand awareness, convey product information, and shape consumer perceptions of the brand.
- b. Sales promotion is a form of marketing activity that is short-term in nature with the aim of encouraging direct purchases from consumers. Sales promotion usually takes the form of additional incentives such as discounts, cashback, giveaways, flash sales, or free products.
- c. Public relations is a strategic communication activity carried out to build and maintain a positive image of the company in the eyes of the public. PR focuses more on emotional relationships and long-term trust between the company and its audience.
- d. Personal selling is a form of marketing communication that is direct and interactive, where a company representative (such as an admin, business owner, or brand ambassador) conveys product information personally to potential customers.
- e. Direct marketing is a marketing strategy that delivers messages directly to target consumers personally, without going through third-party intermediaries. The goal is to generate immediate responses such as purchases, registrations, or other specific actions. Direct marketing is usually carried out through email, WhatsApp Business, or purchase links inserted in content or account bios.

Method

This study uses a qualitative approach with a descriptive type. Descriptive qualitative research is a research method that uses narrative text to describe an object, phenomenon, or social environment. The use of this method aims to obtain an overview of the management of the social media account [@jessiebeauty.id](#) on TikTok (Mahmudah & Rahayu, 2020). This study aims to obtain an overview of the marketing communication strategies implemented by the account [@jessiebeauty.id](#) in promoting its cosmetic products through the TikTok platform. The main focus

of this research is on how the promotion mix strategy is utilized in TikTok content to build brand awareness and encourage consumer purchasing interest.

The type of data used in this study is qualitative data obtained from interviews and TikTok content documentation. The data was then analyzed descriptively by referring to relevant theories from journals, books, and other sources. The research was conducted in August 2025, with the main location being the researcher's residence, while the interview process was carried out both online and offline, depending on the location and availability of the informants. The researcher employed purposive sampling, which involves deliberately selecting informants based on specific criteria.

The researcher used purposive sampling technique, which is the deliberate selection of informants based on certain criteria. In this case, there were five informants who were active TikTok users and also followers of the account `@jessiebeauty_id`. The selection of this number of informants is considered sufficient because qualitative research emphasizes depth of data rather than numerical representation, and aims to explore the experiences of the informants in depth (Moleong, 2017). The criteria for informants are established so that researchers obtain data from individuals who are truly exposed to the content of the `@jessiebeauty_id` account, namely informants who actively use TikTok, have followed the account for a certain period, have a history of interaction with the content, and are within the age range relevant to the product segmentation (Sugiyono, 2019).

Primary data was obtained through in-depth interviews using a semi-structured guide, as recommended by (Moleong, 2017) in the qualitative approach. These interviews aimed to explore the informants' views, experiences, and perceptions regarding the marketing communication strategies implemented by `@jessiebeauty.id`. In addition, the researcher also utilized TikTok content documentation as secondary data, in accordance with (Sugiyono, 2019), who explained that documentation can consist of written data, images, or other media that support information gathering. To maintain the validity of the data, the researchers employed a source triangulation technique, which involves comparing the interview results with content documentation and other scientific references as a benchmark. This triangulation technique aims to avoid bias and enhance data validity (Sugiyono, 2019).

The data analysis technique used refers to the model (Miles et al., 2014), which consists of three main stages: Data Reduction, which is the process of filtering, selecting, and simplifying data

from interviews and documentation that are considered important and relevant; Data Display, which is the presentation of data in the form of narratives, tables, or interview quotes to facilitate the analysis process; and Conclusion Drawing and Verification, which is the process of formulating meanings and relationships between data to answer research questions and ensure that the findings are consistent and in line with the research objectives. After completing these three stages, the researcher organizes the findings into a systematic writing framework. The analyzed data is then explained comprehensively in the discussion chapter to support the interpretation and the final conclusions of the study.

Result and Discussion

The research produced data that was examined and presented in an organized manner concerning the marketing communication strategy of [@jessiebeauty_id](#) on TikTok by applying a promotion mix analysis.

Advertising, [@jessiebeauty_id](#) uses TikTok as an advertising platform to reach audiences. [@jessiebeauty_id](#) presents interesting content such as sharing information about promotions or discounts that will be offered on certain dates, like approaching payday on the 25th of each month and on matching dates like 1.1 and so on. [@jessiebeauty_id](#) advertises its products in the form of videos acted out by the team and follows trending content so that the uploaded videos can compete with other creators.

As Devi, a TikTok user and follower of the [@jessiebeauty_id](#) account, said: "I really like the content from [@jessiebeauty_id](#) on TikTok. They are creative and always updated with viral trends, so it's not boring to watch. Especially when they give promo info or discounts before the 25th or beautiful dates like 11.11, it really helps to save and shop economically." (interview with Tiktok followers of [@jessiebeauty_id](#) account, April 22, 2025).

Figure 1: Tiktok content uploaded on the @jessiebeuty_id account



Source : Tiktok @jessiebeuty_id (2025)

From that statement, it shows that the advertising strategy carried out by @jessiebeuty_id is considered effective and relevant to the platform's characteristics. By creating content that follows trends, it allows them to easily get into TikTok's algorithm and has the potential to reach a wider audience. This approach shows that @jessiebeuty_id understands the importance of creating an emotional connection with their audience. This advertising strategy not only aims to introduce products but also to build brand awareness and loyalty sustainably.

@jessiebeuty_id also uses the story feature on TikTok to share or repost content they have created so that their followers can see or access the content if it doesn't appear on their audience's main feed. As Bayu, a follower of @jessiebeuty_id, said: "The story feature used by @jessiebeuty_id to share her content is very useful, because it makes it easier for me as a follower to keep up with the latest updates. Even though not all content appears on the feed. So the stories that appear at the top make the content easier to see and access." (interview with a TikTok follower of @jessiebeuty_id, April 22, 2025).

Figure 2: Tiktok story content of @jessiebeuty_id



Source : Tiktok @jessiebeuty_id (2025)

This approach proves that @jessiebeauty_id is taking the right steps. The story feature helps increase content visibility, especially when the TikTok algorithm does not display all posts directly on followers' feeds. The use of this feature reflects a good understanding by @jessiebeauty_id of social media user behavior and the importance of maintaining content reach in a highly competitive digital environment. Therefore, it can be concluded that utilizing the story feature supports the effectiveness of advertising organically, without having to rely entirely on the platform's algorithm system.

Sales Promotion, In boosting sales, @jessiebeauty_id uses sales promotions such as discounts like price cuts and often holds giveaways as well as distributing THR money during certain events. In their promotions, customers who make purchases have the chance to receive cash or goods as a form of appreciation and an additional attraction. This strategy is an effective form of sales promotion to encourage short-term purchasing decisions. As Thessa, a TikTok user and follower of the @jessiebeauty_id account, said: "I see giveaways often held by @jessiebeauty_id, such as phone or doll prizes, and quite significant discounts. This really catches my attention. In addition, the chance to win these prizes makes people more enthusiastic about following the account and participating in the activities they organize." (interview with a TikTok follower of the account @jessiebeauty_id, April 23, 2025).

Figure 3: Giveaway content on @jessiebeauty_id



Source : Tiktok @jessiebeauty_id (2025)

In addition, there is also Indah, a TikTok user and follower of the @jessiebeauty_id account, who said: "The discount promotions held by @jessiebeauty_id really catch my attention as a buyer. With this program, I feel more excited to purchase products during each promotion

because they are cheaper and more affordable." (interview with a TikTok follower of the @jessiebeauty_id account, April 23, 2025).

Figure 4: Discount promotion content on @jessiebeauty_id



Source : Tiktok @jessiebeauty_id (2025)

Based on the two interviews, it can be concluded that the promotional program in the form of discounts and giveaways conducted by @jessiebeauty_id successfully increased customer interest and shopping enthusiasm. @jessiebeauty_id is effective in attracting consumer attention, boosting engagement, and encouraging purchasing decisions. The positive responses from followers indicate that this promotional approach is effective in strengthening the relationship between the brand and consumers, as well as driving brand growth on the TikTok social media platform.

Public Relations, the public relations strategy on the TikTok account @jessiebeauty_id is carried out through two-way communication activities with the audience. The interactions used by @jessiebeauty_id for engagement include replying to comment sections, Direct Messages, as well as during live streaming. @jessiebeauty_id strives to build an emotional connection with followers, shaping a brand image that is friendly, trustworthy, and responsive.

Public relations activities aim to strengthen consumer trust in the brand without directly engaging in sales. This approach is carried out with a casual, personal style of communication and quick responses, creating a more personal relationship. In addition, @jessiebeauty_id also strives to maintain consistency in replying to every comment and message, so consumers feel noticed and valued. As Rizka, a TikTok user and follower of @jessiebeauty_id, said: "At that time, I commented on their new product post, and it turns out the admin replied. The response was really friendly, not like an auto-reply. I also once DM them to ask about their latest series, and they

replied quickly and explained everything thoroughly."
(interview with a TikTok follower of the account @jessiebeauty_id, April 24, 2025).

Figure 5: Interaction with followers in the comment section



Source : Tiktok @jessiebeauty_id (2025)

Based on the following interview, the source stated that their experience interacting through comments and DMs with the account @jessiebeauty_id left a positive impression. The admin of @jessiebeauty_id not only replied to comments politely but also provided quick responses and detailed explanations through direct messages.

@jessiebeauty_id, besides interacting through comments or direct messages, also uses live streaming to sell products and answer audience questions. Through live streaming, @jessiebeauty_id can build real-time two-way communication and provide more detailed product explanations. As stated by Lutvina, a TikTok user and follower of @jessiebeauty_id, who said: "I'm happy because the admin is friendly and really seems to listen. When I asked about the lipstick shades, the admin responded politely and didn't rush. It made me feel more confident in the product." (Interview with a TikTok follower of the account @jessiebeauty_id, April 24, 2025)

Figure 6: Interactive Product Explanation During TikTok Live Streaming



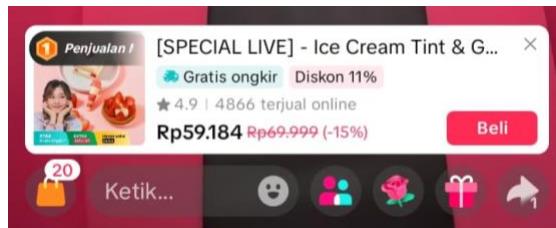
Source : Tiktok @jessiebeauty_id (2025)

From this statement, it shows that the interactions carried out by the admin @jessiebeauty_id have successfully created a positive communication experience for their consumers. With a friendly attitude and patience in providing information, it demonstrates that this personal communication approach strengthens the emotional bond between the brand and consumers.

Personal selling, Personal selling often carried out by @jessiebeauty_id in marketing their products involves short-term initiative activities to help drive sales. @jessiebeauty_id often holds live duets and live shopping sessions together with the owner or other influencers. Through live shopping, @jessiebeauty_id can provide detailed product explanations, demonstrate the authenticity of the products, and build an emotional connection with the audience.

The presence of the owner or influencer also contributes to trust building, as the audience feels more confident with the testimonials or direct recommendations given during the live shopping session. As Ashna, a TikTok user and follower of the @jessiebeauty_id account, said: "I actually enjoy joining the live sessions because it feels like I'm closer to the brand. The owner or influencer usually explains the products in detail, and we can ask questions directly if we're confused. Sometimes you even get discounts or special promotions during the live, which makes me even more interested in buying." (interview with a TikTok follower of @jessiebeauty_id, April 25, 2025).

Figure 7: Implementation of Live Shopping and Promotional Discounts on TikTok

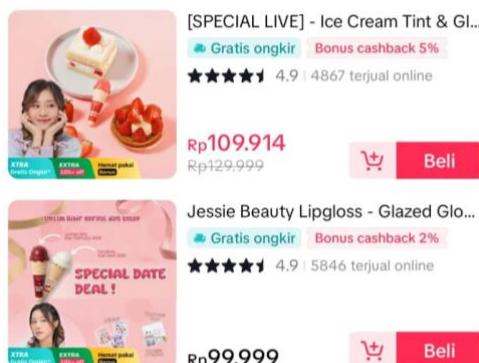


Source : Tiktok @jessiebeauty_id (2025)

Based on the audience interview responses above, it can be concluded that live shopping with the owner or influencer serves as an effective personal selling tool for @jessiebeauty_id. Through an interactive, educational approach combined with incentives such as discounts, the brand successfully increases consumer engagement and accelerates the purchase decision process.

Direct Marketing, Direct marketing is by building a very close relationship with the audience. On the account @jessiebeauty_id, it uses the direct message feature, the profile feature that directs to the TikTok yellow cart, and the bio feature that directs to the Instagram account @jessiebeauty_id. As stated by Kirana, a TikTok user and a follower of the account @jessiebeauty_id, she said that: "I felt really helped when asking something during live shopping, and the admin always responds and guides me to click the provided link or to check the link in the bio so I don't have to go through the hassle of searching." (interview with a TikTok follower of the account @jessiebeauty_id, April 25, 2025).

Figure 8: Use of TikTok Yellow Cart and Bio Link for Purchase Facilitation



Source : Tiktok @jessiebeauty_id (2025)

In addition, Shafa, as a TikTok user and follower of the account @jessiebeauty_id, also said that: "The system used by @jessiebeauty_id is very practical. When I asked about products that would suit me, the admin immediately responded and provided a link to the products that were suitable and matched my needs. So there, I can directly see the product details without having to search for them one by one." (interview with a Tiktok follower of the account @jessiebeauty_id, April 26, 2025).

Figure 9: Personalized Selling Interaction in TikTok Live Streaming



Source : Tiktok @jessiebeauty_id (2025)

Based on the answer above, it can be concluded that the implementation of direct marketing through the use of direct message features and bio links successfully increases consumer satisfaction. Consumers find it easier to search for information and make purchases, which ultimately strengthens the positive relationship between the brand and the audience and increases the likelihood of direct transactions.

The promotion mix is a combination of various marketing communication tools used by a company or brand to achieve marketing goals. The promotion mix is designed to promote products or services, build brand awareness, and drive sales. Based on research on the marketing communication strategy of the TikTok account [@jessiebeauty_id](#) using a promotion mix strategy, it can be concluded that [@jessiebeauty_id](#) effectively applies communication methods to build the brand, increase engagement, and drive sales.

In this case, [@jessiebeauty_id](#) uses the five elements found in the promotion mix. First, [@jessiebeauty_id](#) in terms of advertising utilizes creative content and follows viral trends to expand audience reach. This approach makes it easier for the brand to enter TikTok's algorithm and maintain relevance amid digital competition. The use of the story feature also demonstrates [@jessiebeauty_id](#)'s understanding of audience behavior, where uploaded content can still be accessed even if it does not appear on the main feed.

In sales promotion, [@jessiebeauty_id](#) uses discount programs, giveaways, and prize distributions as an effective strategy to encourage short-term purchases. In public relations, [@jessiebeauty_id](#) builds two-way communication with the audience through comments, DMs (direct messages), and live streaming. This creates emotional closeness and strengthens the brand image as friendly, trustworthy, and responsive.

In personal selling, [@jessiebeauty_id](#) conducts live shopping together with the owner or influencer. Through this, the brand can increase trust and provide an interactive and engaging shopping experience. Finally, direct marketing by [@jessiebeauty_id](#) is carried out through direct message features and links in the bio profile that lead to the product catalog or the Instagram account [@jessiebeauty_id](#). This makes it easier for the audience to find information and make transactions.

The results of this study show that the marketing communication strategy of [@jessiebeauty_id](#) on TikTok has similarities with previous research by (Pertiwi, 2023) and (Kusharyanti, 2024), particularly in the use of integrated marketing communication (IMC) theory

with promotion mix elements. The study by (Pertiwi, 2023) shows that @sinarkosmetik successfully optimizes Instagram through stories, reels, live sessions, and direct messages to build closeness with consumers. Meanwhile, (Kusharyanti, 2024) emphasizes that Katsu Express is able to effectively use TikTok by presenting interactive content, challenges, price promotions, and direct interaction through comments.

This research complements those findings with a different context, namely the cosmetic products of @jessiebeauty_id on TikTok. The marketing communication strategies applied are notably visible in the advertising aspect through short and creative promotional content, sales promotion with discounts and attractive offers, as well as interactive marketing by following viral trends and leveraging TikTok features relevant to the target audience. In addition, the interaction built with consumers through comments or quick responses also strengthens the relationship and consumer trust in the brand.

The characteristics of the TikTok algorithm also reinforce the effectiveness of the promotion mix strategy implemented by @jessiebeauty_id. The TikTok algorithm works by prioritizing content that has a high level of interaction, such as content duration, comments, use of popular music, and the relevance of hashtags used. This mechanism allows the promotion mix elements to more optimally reach an audience that matches their interests (Arjuna et al., 2024).

The TikTok algorithm also personalizes content based on user behavior, so promotional content that aligns with current trends or content relevant to audience preferences appears more frequently on feeds or timelines. This increases the chances of improving brand awareness as well as purchase interest, as audiences receive more targeted promotional content (Setyawan, 2024). Therefore, the synergy between the TikTok algorithm and promotion mix strategy allows the product promotion process to be effective, measurable, and capable of creating repeated exposure which is important in digital marketing communication.

This study provides a new contribution to the study of social media-based marketing communication strategies. Whereas previous research focused on Instagram (Pertiwi, 2023) and culinary businesses on TikTok (Kusharyanti, 2024), this study shows that TikTok can also be optimally utilized by cosmetic brands to strengthen brand image while also driving consumer purchase interest.

Conclusion

This study concludes that the marketing communication strategy implemented by @jessiebeauty_id on the TikTok platform through a promotion mix approach (advertising, sales promotion, public relations, personal selling, and direct marketing) is carried out effectively and supports each other. The use of trend-based content, offering discounts and gifts, building emotional connections through two-way communication, delivering product information directly through live shopping, and the ease of accessing product information directly through direct marketing all contribute to increasing brand awareness, strengthening relationships with consumers, and driving purchase transactions.

This strategy explains that @jessiebeauty_id is not only focused on increasing short-term sales but also on building audience loyalty and trust in the long term. Understanding TikTok users characteristics and being creative in utilizing available features are key factors in the success of @jessiebeauty_id's marketing communication on the TikTok platform.

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