

Conference Name: BuPol Bali 2024– International Conference on Business, Economics & Policy, 17-18 July

Conference Dates: 17-Jul- 2024 to 18-Jul- 2024

Conference Venue: Ibis Bali Kuta, Jl. Raya Kuta No. 77, 80361 Kuta, Bali, Indonesia

Appears in: PEOPLE: International Journal of Social Sciences (ISSN 2454-5899)

Publication year: 2024

Ghazy Rayhan Largo, 2024

Volume 2024, pp. 342-343.

DOI- <https://doi.org/10.20319/icssh.2024.342343>

This paper can be cited as: Largo. G., R. (2024). The Impact of Technological Advances on the Development of Digital Marketing on Tiktok. BuPol Bali 2024– International Conference on Business, Economics & Policy, 17-18 July. Proceedings of Social Science and Humanities Research Association (SSHRA), 2024, 342-343.

THE IMPACT OF TECHNOLOGICAL ADVANCES ON THE DEVELOPMENT OF DIGITAL MARKETING ON TIKTOK

Ghazy Rayhan Largo

Faculty of Management, Bandung Institute of Technology, Depok, Indonesia

ghazyrayhan@gmail.com

ABSTRACT

Technological advancements have revolutionized the marketing strategies employed by companies, particularly in the realm of digital marketing. Digital marketing utilizes digital technologies and online platforms to achieve more effective and efficient customer outreach on a global scale. This study aims to investigate the impact of technological progress on the evolution of digital marketing. Employing case studies from previous research, this study leverages the AIDA (Attention, Interest, Desire, Action) framework to examine this relationship.

The findings indicate a significant correlation between technological advancements and the growth of digital marketing, influenced by various factors. Furthermore, the rise of social media platforms, such as TikTok, has notably reshaped the digital marketing landscape. TikTok's unique structure and vast user base offer companies new opportunities to engage with their audience, create viral content, and boost brand awareness. The study highlights the importance of TikTok's

algorithm, user engagement, and creative elements in enhancing digital marketing effectiveness, establishing it as a crucial tool for modern marketers.

Keyword:

E Commerce, Digital Marketing, Tiktok, Aida Framework, Development