

Ghazy Rayhan Largo., 2024

Volume 10 Issue 3, pp. 01-11

Received: 5th August 2024

Revised: 22nd August 2024, 3rd September 2024

Accepted: 10th August 2024

Date of Publication: 15th September 2024

DOI- <https://doi.org/10.20319/pijss.2024.103.0111>

This paper can be cited as: Largo, G. R. (2024). *The Impact of Technological Advances on the Development of Digital Marketing on Tiktok*. PEOPLE: International Journal of Social Sciences, 10(3), 01-11

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

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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, and 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.

Keywords

E-commerce, Digital Marketing, Tiktok, Aida Framework, Development

1. Introduction

1.1. Research Background

In the current era of globalization, it can be said that humans can already be affected either directly or indirectly, by daily life that changes because globalization makes people have the same view of the world. One of the impacts of globalization that occurs is technological globalization, where this technological globalization makes humans exchange technology with one another. This technology exchange led to significant technological developments compared to before, due to new ideas and innovations that had not been thought of before. The existence of technology, it can be said to make human life much more effective and efficient.

Digital Marketing itself is one way of marketing that is done in business which is very effective because of the many digital media that exist in life today. Over time, the digital marketing process has become one of the important keys in marketing carried out in business because it is very easy to reach potential consumers in a very effective and efficient way. At this time, digital marketing is one of the most important things that must be owned by a company because by using digital marketing, companies can increase profits in an effective and efficient way with a wide range of customers.

1.2. Problem Statement

In the digital era where companies and business people are starting to enter the digital direction in doing marketing in business by means of digital marketing. Technology is an aspect that must be considered, especially the development of technology will have an impact on the digitalization process in digital marketing.

1.3. Research Question

Based on the discussions of the research's background and problem statement above, comes questions regarding the issues or topics that need to be answered. Those questions are as follows:

Q1: How can technology affect the development of digital marketing?

Q2: Does digital marketing need technological developments?

1.4. Research Objective

To be able to identify that technological developments have an impact on digital marketing by knowing how the process of digitizing digital marketing goes hand in hand with technological developments.

2. Literature Review

2.1. Characteristic of Technology Advances

Modern technology has surely made a great effect on the whole globe, mainly via the worldwide connectivity promoted by the internet, smartphone technology, and the handheld advancements, as human beings are progressing. Right from the invention of fire to the global contact networking, human beings have endeavored hard to advance their lifestyle quality and raise their standard of living. Technology is constantly evolving the way humans spend their levels. Right from the way they eat to how they communicated, work and entertain themselves, technology has become the most important part of elderly person's life across the globe (Belgium, 2018). Besides, the advancement of technology has played its best role in ensuring and maintaining ongoing activities without interruption (Reline, 2021).

Technological developments continue to increased and have an impact on almost all aspects of people's lives. The current era of globalization is very dependent on technological advances that can create efficiency with a wide range of religions without being hindered by national borders. One form of technology that successfully answers these needs is internet technology. Such an amazing internet has brought tremendous benefits to the advancement of human civilization. Various groups have been facilitated in accessing information through many ways, and can enjoy the facilities of digital technology freely and in a controlled manner. Technology can be used by humans to make it easier to do whatever tasks and jobs. Jobs that previously required considerable physical capability, can now be relatively replaced by automatic machinery (Ivanovo elf al., 2019). From the beginning of human history, technology has progressed and has unceasingly continued to evolve. During the twenty-first century, technology has evolved into a complex structural that contains vast amounts of data.

When compared to prior eras, technical advancements have accelerated at an incredible rate in the last one hundred years. Applied science, particularly for industrial or commercial purposes, includes the use of scientific methods and materials to achieve a commercial or industrial goal, as well as the introduction of "innovations" (Younus, 2021).

2.2. Digitalization

Digitalization has been identified as the most significant technological trend that is changing both, society and business (Lelviäkangas, 2016). Nowadays, firms are constantly under pressure to use digital technologies and to adapt their business models to this new reality (Kohli, 2019). Digital revolution has affected the productivity by changing the working conditions and workplaces altogether (Afzal and Ahmad, 2018).

According to Gartner (2015), digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; and it is the process of moving into a digital business. These systems comprise people, machines, workstations, devices, robots, and other assets with appropriately monitoring, sensors, and control systems. A constant challenge in relation to these systems is that of new technology insertion, which includes digitalization, frequent changes in operating processes, random disruptions, and dramatically fluctuating market demands. The business world is full of disruption. New business models and innovative technologies are continually being invented, and these inventions demand a sharp focus on effectively innovation and organization to stay relevant, engaged, and ahead of the future curve. Digitalization does not just mean going paperless; it means being able to integrate solutions to manage, organize, control, and generate value from digital data for value creation, sustainability, and new opportunity creation for business and society (Parida, 2018).

3. Methodology

3.1. Research Design

The research strategy taken by researchers is a case study. Case studies are applied by researchers in this study to be able to explore the involvement between technological developments in the context of digital marketing developments and to be able to find out whether digital marketing developments require technological developments. According to the researchers in this study, the case study is considered the most suitable strategy for this research because it can make one's understanding contextual and in-depth knowledge of the subject of the research and can investigate the main implications of the research.

3.2. Sources of data and methods of data collection

The researcher compiled this research by using secondary source data which means the data collected for this research is second hand information and using comments about the subject from other researchers. Since this secondary data was collected by other people for purposes other than this research, the questions and design of this study are not in accordance with those of other researchers. However, using secondary data can be applied to this study because it is accessible and useful to obtain background information about the subject that the researcher is taking by linking to existing research.

4. Finding & Discussion

With the advancement of technology, we can obtain information swiftly. Technology aids human ingenuity in sales and marketing. Using the most recent technology has enhanced product promotion. Digital marketing primarily uses mobile Internet, communication technology, and digital exchange to promote businesses and products. It also makes use of the Internet's today, which is rapidly increasing, in the most efficient, cost-effectively method to investigate new markets and customers. Digital marketing is a fresh approach to advertising that, while using contemporary digital tools, is fundamentally similar to traditional advertising. The use of technology in digital marketing is described in detail below, along with how it affects businesses.

4.1. Application of Technology Advances on Digital Marketing

Digital technology has become increasingly significant in marketing in the age of the internet. Businesses can better understand client wants and product expectations as results to digital technologies. Digital marketing is a type of business that uses digital media to market and promote its brand and products. Digital marketing has grown in popularity due to the development of the internet and technology, and practically all marketers in the world now use it, making the internet a very promising market. Companies are also aware of the behavior of potential customers and customer feedback by digital technology. Companies can promptly modify their marketing strategies based on the information they received.

Digital platforms used by people frequently include social media and business platforms. These platforms are used by people for a variety of activities, including social engagement, shopping, and searching. These digital platforms can be used as another marketing channel, even if many businesses may still rely on conventional ones like TV commercials and posters. Data are produced on various digital platforms through various interactions between people. Companies can gather

data from online platforms using digital technology. Companies can get a variety of important information and alter their marketing plan by processing the data they have collected.

4.2. Social Media Marketing

Along with the advancement of technology and its products, humans can carry out business activities more easily, quickly and cheaply. In marketing activities, for example, humans can take advantage of social media as a channel for delivering product messages to the wider community. Social media is known as a technology product that is used by almost all levels of society, so that product messages uploaded on it can be accessed easily by the public (Fantini et al., 2021).

Social media presents itself as the perfect tool for business marketing efforts. However, it appears that not all business has a thorough understanding of the best method to utilize social media to boost their company's revenue. As a result, businesses find it challenging to grow because many of their rivals are adept at making the most of social media. Therefore, it is crucial to understand the digital marketing plan through social media optimization so that the company can create more profit based on a growing market share.

For comprehending the concept of digital marketing strategy, particularly in terms of optimizing social media to grow market share, a variety of concepts and theories are offered. In contrast to the concept, which includes digital marketing, social media, and social media optimization.

4.2.1. AIDA Framework on Tiktok

Tiktok is a social media platform that has experienced rapid growth over the past few years, especially among young people. Tiktok allows users to create interesting short videos with various filters, music and effects available. In recent years, Tiktok has also become a very popular digital marketing platform for businesses. Companies can leverage the popularity of Tiktok to promote their brand, generate revenue through ad campaigns placed in the app, or work with popular Tiktok influencers. As a digital marketing business application, Tiktok allows companies to reach a very large audience at a relatively low cost. Tiktok also offers a variety of performance measurement and analysis tools that allow businesses to evaluate the success of their marketing campaigns and adjust their marketing strategy in the future.

TikTok users are increasing rapidly. Because this application is increasingly popular, many businesspeople or marketers use TikTok to build brand awareness. The content available on

TikTok is very diverse, ranging from business tips, health, comedy, and some agencies even do branding through TikTok. The TikTok platform also provides an ads feature if we want to maximize the audience reach of the content we create. With the rise of TikTok, we can take advantage of the platform as an opportunity to promote our products.

AIDA is a well-known framework for marketing and advertising that describes the steps a customer takes while making a purchase. AIDA stands for Attention, Interest, Desire, and Action, and it was created in 1898 by American advertising and sales pioneer E. St. Elmo Lewis. From the moment a potential consumer first notices a product or service until they complete a purchase, each stage symbolizes a step that marketers hope to lead them through.

The Attention, Interest, Desire, and Action (AIDA) model is a marketing framework that describes the stages a consumer goes through prior to making a purchase. This concept is very helpful for comprehending how to employ contemporary digital platforms, such as TikTok, for efficient marketing. TikTok is a great case study for using the AIDA framework because of its distinctive characteristics and user dynamics.

The AIDA model's initial step is to get the customer's attention. TikTok's captivating and algorithm-driven content distribution makes it exceptional at this. By curating a tailored stream of movies based on user interactions, the platform's "For You" page makes sure that the content is both extremely relevant and engaging. Because of this algorithm-driven methodology, accounts with zero followers can nevertheless become viral, which makes it simpler for marketers to get noticed right away

Generating Interest is the next step after gaining Attention. TikTok's inventive and varied content forms make this possible. To make captivating and captivating videos, brands can make use of a variety of tools, including music, effects, and filters. The platform also allows marketers to engage customers with a variety of content kinds, such as humorous clips and instructive suggestions, by providing value and fun.

Once TikTok has captured users' attention, it maintains their interest through its highly personalized content. The app uses a sophisticated algorithm that analyzes users' interactions—likes, shares, comments, and watch time—to curate a 'For You' page filled with videos that match their interests. This personalized feed introduces users to new content that is relevant and exciting to them. TikTok's diverse range of content—from music and dance to education and comedy—ensures that there is something for everyone. The ability to discover new trends and join various

communities keeps users intrigued and engaged.

Making an emotional connection with the audience and convincing them that they require the good or service is the goal of the Desire stage. Here, TikTok's live interactions and influencer collaborations are quite important. Influencers have the ability to present goods in a genuine and approachable manner, which instills confidence and desire in their followers. This is further enhanced with live TikTok sessions, which enable in-the-moment interactions and demonstrations, giving the advertising video a more authentic and captivating vibe.

The desire component of TikTok's strategy is fueled by its culture of viral content and user-generated fame. Users see ordinary people, as well as celebrities, gaining massive followings and recognition through their creative videos. This visibility creates a strong desire among users to participate and achieve similar success. TikTok's easy-to-use editing tools, special effects, and music library empower users to create high-quality content without needing professional skills. The platform also encourages participation in trends and challenges, making users feel part of a larger community and increasing their motivation to create and share their own videos.

The consumer decides what to buy during the Action stage. Through its built-in retail capabilities, such as the TikTok Shop, which allows users to make purchases straight within the app, TikTok facilitates this. In addition to creating a sense of urgency, the instantaneous nature of live streams and time-limited deals during live sessions encourage customers to take immediate action. In addition, TikTok's ad formats—like branded challenges and in-feed ads—offer obvious calls to action that encourage conversions.

5. Conclusion

The study examines the profound influence of technical progress on the development of digital marketing, specifically emphasizing the role of TikTok. The study employs the AIDA (Attention, Interest, Desire, Action) paradigm to examine the impact of these developments on marketing techniques. The results demonstrate a strong association between technological advancement and the expansion of digital marketing, influenced by factors such as the increasing popularity of social media platforms.

TikTok, with its distinctive framework and extensive user population, has become a crucial participant in the realm of digital marketing. The platform provides corporations with innovative options to interact with people, generate viral content, and amplify brand recognition.

TikTok's efficacy in digital marketing is attributed to several key components, namely its algorithm, user engagement, and unique content features. TikTok has become a crucial tool for modern marketers, allowing them to reach customers more effectively and efficiently on a worldwide level.

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