

# Doritos Product Marketing Innovation Based on Doritos Flat Life on TikTok Social Media to Increase Sales

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## Abstract

Innovative product marketing is essential in increasing sales in today's digital age, especially through social media platforms such as TikTok. This research aims to analyse the marketing strategy used by Doritos in the campaign, as well as evaluate its impact on product sales and audience engagement. The research method used is qualitative with data collection techniques through in-depth interviews, content analysis, and consumer surveys. The results revealed that using TikTok as a marketing platform was effective in increasing brand awareness and sales. The campaign successfully created high engagement through hashtag challenges, collaboration with influencers, and organic content. A 30% increase in sales in the first month of the campaign, as well as positive engagement levels from TikTok users, showed that this marketing approach was effective. The implication of this research is the importance of understanding the audience and adapting to the dynamics of social media platforms to achieve success in digital marketing.

**Keywords:** Doritos, Flatlife, Marketing Innovation, TikTok.

## 1. Introduction

Innovation in product marketing is a key element that determines the success of a brand in today's digital era. Technological developments and changes in consumer behaviour require companies to continuously adapt and develop more creative and effective marketing strategies (Yuliza et al., 2023). One company that has successfully innovated marketing is Doritos, a corn chip brand that is widely recognised around the world. Doritos has shown how the use of social media, particularly TikTok, can be a powerful tool to increase sales through innovative and engaging campaigns, such as DoritosFlatLife (Supriyanto et al., 2023).

DoritosFlatLife is a marketing campaign launched by Doritos to capitalise on the popularity of social media platform TikTok. TikTok, with a user base comprised mostly of generation Z and millennials, offers a great opportunity for brands to reach younger audiences through creative and interactive content (Nufus & Handayani, 2022). The campaign was designed to capture the attention of TikTok users by utilising the unique features of the platform, such as short videos, challenges, and the use of engaging music and visual effects (Wirobuwono & Wahid, 2024).

One of the keys to the success of the DoritosFlatLife campaign is the approach that focuses on interactivity and user participation. In this campaign, Doritos invites TikTok users to create creative video content that shows how they enjoy Doritos in their daily lives. By using the hashtag #DoritosFlatLife, users can upload their videos and have the opportunity to win



various attractive prizes. This approach not only increases user engagement, but also creates authentic and organic content that attracts a wider audience (Sinulingga et al., 2023).

In addition, Doritos also collaborated with TikTok influencers who have a large fan base to promote this campaign. Influencers have the ability to reach a wider audience and build trust with their followers, so collaboration with them can increase campaign visibility and encourage more participation from users. Doritos also utilised TikTok's advertising feature to extend the campaign's reach and ensure that their message reached the relevant target audience (Pradika & Sumardijjati, 2023).

The success of the DoritosFlatLife campaign is not only evident from the increased user participation and brand visibility on TikTok, but also from the increased sales of Doritos products. By creating a fun and interactive experience for users, Doritos managed to build an emotional connection with consumers and increase brand loyalty. This shows that innovation in marketing, particularly through social media platforms such as TikTok, can be an effective strategy to increase sales and strengthen a brand's position in the market (Saputro et al., 2023). However, this success also requires a deep understanding of consumer behaviour and the ever-evolving dynamics of social media platforms (Silvia & Anwar, 2021). Companies must constantly monitor user trends and preferences, and adapt quickly to changes as they occur (Janudin & Septiningrum, 2021). In addition, it is important for companies to ensure that their marketing campaigns are not only engaging, but also in line with brand values and identity (Dwiyantri & Fitri, 2021).

In this context, Doritos has shown that innovation in marketing is not only about creating engaging content, but also about understanding the audience and building strong relationships with them. The DoritosFlatLife campaign on TikTok is an example of how companies can utilise social media platforms to achieve their business goals, increase sales, and strengthen brand loyalty. By continuing to innovate and adapt, Doritos can maintain its relevance in a competitive and ever-evolving market.

Based on the above background, this study aims to analyse the effectiveness of the DoritosFlatLife campaign on TikTok in increasing sales of Doritos products, evaluate the marketing strategies used, and understand consumer engagement and its impact on brand image and customer loyalty. This research provides practical and theoretical insights into social media-based marketing strategies, particularly TikTok, as an effective tool to reach young audiences. Practically, the results of this study can provide guidance for other companies, especially in the snack food sector, in designing creative marketing campaigns through social media to increase sales and strengthen brand loyalty. Theoretically, this study fills the literature gap in terms of the utilisation of social media for product marketing, particularly by using interactive features in TikTok, as well as the relationship between consumer engagement and increased sales.

The novelty of this research lies in the approach that combines qualitative and quantitative analyses to evaluate the success of the DoritosFlatLife campaign, which includes collecting and analysing data on social media interactions, consumer sentiment, and direct impact on sales. This research also focuses on the use of TikTok's unique features such as hashtag challenges, duets, and stitching in marketing, which have not been widely discussed in previous research, especially in the context of snack products. As such, this research provides an innovative and relevant social media-based marketing model that can be applied not only to the snack food industry, but also to other sectors that rely on digital marketing.

## 2. Methods

This research uses a qualitative method with a focus on analysing sales data, in-depth interviews with consumers, and interviews with management (Sugiyono, 2017). The scope of the research includes collecting information related to Doritos products as well as competitor analysis in the local culinary market. This research aims to explore and analyse the marketing innovation of Doritos products through the DoritosFlatLife campaign on TikTok social media to increase sales. This research includes the identification of marketing strategies used, analysis of campaign content that attracts consumer attention, and evaluation of campaign effectiveness in increasing interaction and sales conversion. Data was collected through content analysis, consumer surveys, and interviews with the marketing team. The results are expected to provide in-depth insights into the impact of using TikTok as a marketing platform, as well as recommendations for more effective marketing strategies for Doritos products (Ranti et al., 2022). Data collection techniques in this study were carried out through interviews with various parties related to Doritos product marketing. In addition, documentation was used to collect historical data and information related to Doritos product marketing innovations based on the DoritosFlatLife campaign on TikTok social media. By combining the three techniques, namely interviews, documentation, and surveys, it is hoped that a holistic understanding of the social media-based marketing strategy applied to this campaign will be obtained (Octavia et al., 2023).

The data analysis techniques used in this study include a comprehensive social media analytics approach. First, interaction data such as the number of views, likes, shares and comments on DoritosFlatLife-related content on TikTok were collected and analysed to identify audience engagement patterns. Next, sentiment analysis was conducted to understand consumer perceptions and responses to the campaign. The use of advanced analytics tools such as machine learning was also applied to segment audiences based on demographics and behaviour, enabling more effective targeting. In addition, sales data before, during, and after the campaign were compared to measure the direct impact of the marketing strategy on increasing sales. The results of this analysis are expected to provide insights to optimise future marketing strategies, ensuring the content created is more relevant and engaging to the target audience (Barus et al., 2021).

## 3. Results and Discussion

### 3.1. #DoritosFlatLife Concept Content Strategy

The #DoritosFlatLife concept aims to present everyday life with a touch of humour and creativity typical of the Doritos brand. The basic idea of this campaign is to create relatable, yet unique and entertaining content. Doritos utilises the popular short and viral content trend on TikTok to deliver its message. By depicting monotonous everyday life situations, but spiced up with surprises and antics, Doritos managed to attract the attention of various audience segments.

In an effort to keep the campaign fresh and engaging, Doritos developed various types of content, such as short videos, hashtag challenges, collaborations with influencers, and videos that directly engage users. These short videos often feature humorous sketches depicting flat life situations that turn fun with the presence of Doritos. Hashtag challenges, such as #DoritosFlatLife, encourage users to participate by creating similarly themed videos, thus increasing the engagement and reach of the campaign (Afiah et al., 2022).

The main narrative of this campaign is that Doritos can make everyday moments more fun and special. The core message conveyed is that every moment, no matter how simple, can be turned into a joyful moment with Doritos. This message is expressed through vignettes and situations that illustrate how Doritos change the atmosphere. Campaign content often incorporates humour and elements of surprise, making it more engaging and memorable to the audience.

Doritos also uses signature visual and audio elements to ensure its content stands out from the rest on TikTok. Bright colours, the Doritos logo and product packaging are prominently featured to strengthen brand recognition. Carefully selected music-often with catchy beats or funny sound effects-added visual appeal and increased audience engagement.

Unique marketing techniques such as hashtag challenges became a key strategy for Doritos to increase campaign visibility. TikTok features such as duets and stitching were used to encourage interaction between Doritos' original content and user-generated content, creating a chain of interconnected content while increasing the virality of the campaign.

Consistency in posting frequency was another important element in Doritos' content strategy. With a regular flow of new content throughout the campaign period, Doritos managed to keep the audience's attention and ensure the relevance and appeal of the campaign was maintained. A consistent posting schedule helped build momentum and keep the audience engaged (Afdhal et al., 2022).

Doritos utilised various unique marketing techniques available on TikTok to increase the visibility of the campaign. Hashtag challenges, for example, were one key strategy where users were invited to create and share their own content that matched the campaign theme. Doritos also used the duet and stitching features on TikTok to encourage interaction between Doritos' original content and user-generated content, creating a chain of interconnected content and increasing the virality of the campaign. Consistency in posting frequency is another key element in Doritos' content strategy. By ensuring there was a constant flow of new content throughout the campaign period, Doritos was able to keep the audience's attention and ensure that the campaign remained relevant and engaging. A regular posting schedule also helped in building momentum and keeping the audience engaged throughout the campaign.

In addition to creating content, Doritos also actively engaged with the audience. By replying to comments, giving likes, and participating in duet videos alongside user content, Doritos builds a closer relationship with its audience. This kind of interaction not only increases engagement but also creates a strong community around the brand (Putra & Iskandar, 2023). Through a well-planned content strategy and precise execution, Doritos leveraged TikTok to reach a wider audience and increase user engagement. The #DoritosFlatLife campaign demonstrates how brands can combine creativity and a deep understanding of the platform to create content that is both engaging and effective in achieving marketing objectives.

### 3.2. Implementation in TikTok of the #DoritosFlatLife concept

The implementation of the #DoritosFlatLife campaign on TikTok involved a series of strategies designed to maximise engagement with the target audience while creatively and effectively promoting the Doritos brand. The TikTok platform was chosen due to its huge popularity among young users as well as its ability to spark viral trends in a short period of time.

The campaign's main strategy involved the use of various content formats customised to TikTok's unique characteristics. One key approach was to create a #DoritosFlatLife themed challenge, which invited users to showcase their creativity in a unique and entertaining way.

The 'flat life' theme was designed to be relevant to Doritos' distinctive characteristics and flavours. Each video uploaded using this hashtag extended the reach of the campaign while increasing the brand's presence on TikTok (Saragih & Andriyansah, 2023).

Posting frequency was another important factor in the success of this campaign. Doritos consistently uploaded quality content relevant to the #DoritosFlatLife theme, maintaining their presence in TikTok users' feeds. This consistency not only increased brand awareness but also built user expectations of Doritos' upcoming content.

Doritos also pays attention to direct interaction with users. They actively respond to comments and feedback from users who take part in challenges or participate in campaigns. Quick and positive responses help strengthen relationships with users while building a community loyal to the brand. In addition, TikTok's signature features such as duets and stitching are utilised to encourage followers to be more interactive. By inviting users to duet with Doritos videos or stitch their content, Doritos not only increased engagement but also extended the campaign's reach through other users on TikTok (Rozaq et al., 2023).

Campaign performance evaluation is conducted regularly using TikTok Analytics as well as third-party measurement tools. Data such as the number of views, likes, shares, and comments are analysed to evaluate the effectiveness of the content and make adjustments where necessary. In addition, Doritos monitors user sentiment and feedback to understand the market response to their campaigns, and makes strategic decisions based on these analyses.

In addition, Doritos utilised TikTok's unique features such as duets and stitching to encourage followers to interact more directly with their content. By inviting users to duet with Doritos videos or stitch their content, Doritos not only increased engagement but also extended the campaign's reach through other TikTok users (Dharma & Efrianda, 2023).

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Overall, the implementation of the #DoritosFlatLife campaign on TikTok reflected a holistic and integrated approach to utilising the full potential of the platform. By combining creative content strategy, influencer collaboration, direct user engagement, and the use of TikTok's signature features, Doritos was able to create a campaign that not only increased brand awareness but also drove increased engagement and potential sales.

### 3.3. Measurement and Evaluation of the #DoritosFlatLife Concept

In the process of measuring and evaluating the #DoritosFlatLife campaign on TikTok social media, there are several key aspects that need to be considered to understand its effectiveness and impact on Doritos sales and audience engagement. Firstly, data was collected through various social media analytics tools, including TikTok Analytics and third-party analytics platforms. The quantitative data collected included metrics such as the number of views, likes, shares and comments on each post related to the #DoritosFlatLife campaign. Qualitative data was also collected to understand user sentiment towards the campaign content, which could be measured through analysing direct feedback from user comments and messages (Nufus & Handayani, 2022).

Furthermore, to measure user engagement and response in more depth, the engagement rate of each post was analysed. Engagement rate includes a comparison between the number of interactions and the number of people who viewed the content, which gives an idea of how



effective the content was in attracting the attention and engagement of the target audience. In addition, the growth in the number of followers of the Doritos account on TikTok is also an important indicator in assessing how effective the campaign is in attracting and retaining long-term user interest.

In the context of this measurement, it is also important to compare the reach and impressions of the #DoritosFlatLife campaign content. Reach refers to the number of unique users who viewed the content, while impressions measure the total number of impressions the content gave to users. This data provides insight into how widespread the campaign's reach was among TikTok users and how often the content was shown to potential audiences.

In addition to metrics related to engagement and reach, sales analysis is a crucial part of evaluating campaign success. Doritos sales data before, during, and after the #DoritosFlatLife campaign period will be monitored to determine whether the campaign has a direct positive impact on increasing product sales. The link between campaign activity on social media and changes in sales volume will also be analysed to determine the Return on Investment (ROI) of the campaign (Sinulingga et al., 2023).

Case studies and benchmarking with previous campaigns and competitors will provide additional context for the evaluation. Comparisons with Doritos campaigns on other social media platforms or with similar products from competitors will help assess the relative performance of the #DoritosFlatLife campaign on TikTok. Lessons learnt from successful strategies or competitor failures may also lead to recommendations for improving this campaign in the future (Pradika & Sumardjijati, 2023).

Taking all these aspects into account, the conclusion of the evaluation will summarise the key findings regarding the effectiveness of the #DoritosFlatLife campaign in achieving marketing objectives on TikTok. Recommendations will include content strategies that can be improved, suggestions for future campaigns based on the analysis findings, as well as new innovations that can be implemented to increase user engagement and overall product sales impact. This comprehensive analysis provides the foundation for strategic decision-making in the digital marketing of Doritos products on social media platforms.

### 3.4. Comparison with Previous Campaigns

Comparison with previous campaigns is a critical step in evaluating the success of the #DoritosFlatLife campaign on TikTok. Prior to this campaign, Doritos had launched a series of diverse marketing campaigns across social and traditional media platforms. For example, previous campaigns may have involved the sponsorship of large events or print campaigns targeting a wider audience. In this context, the campaign on TikTok with #DoritosFlatLife shows a more focussed approach on direct interaction with consumers through more dynamic and participatory content.

While previous campaigns tended to centre more on increasing brand awareness through massive exposure, #DoritosFlatLife on TikTok prioritises active user engagement through hashtag challenges and collaborations with content creators. This means that Doritos is not only trying to build brand awareness, but also mobilising followers to directly participate in creating brand-related content, such as creative challenges or the use of products in unique everyday context (Saputro et al., 2023).

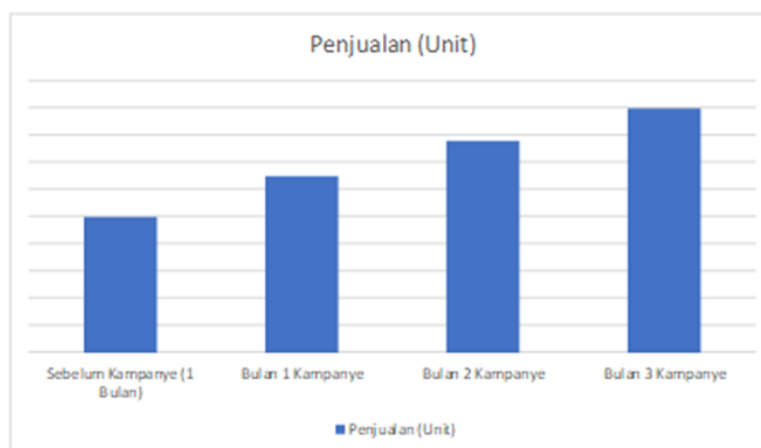
In this regard, TikTok's #DoritosFlatLife approach demonstrates a strategic shift from passive marketing to more interactive and participatory marketing. For example, previous campaigns may have included television commercials set at major events or product placements in popular films, with a primary focus on creating a strong brand image among a wide audience. On the other hand, #DoritosFlatLife relies on the power of TikTok as a platform

to enable direct interaction and creative use of the product, targeting a younger generation of users who tend to be more engaged with content they can participate in.

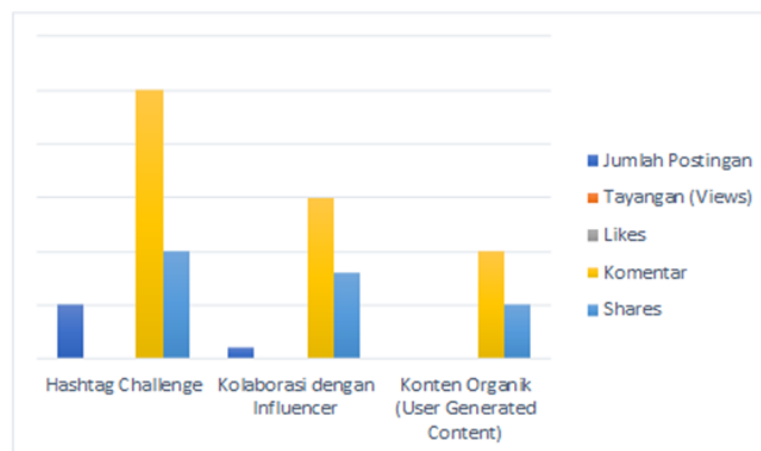
In addition, previous campaigns may have focussed more on traditional metrics such as number of impressions or frequency of views, while TikTok's #DoritosFlatLife campaign tends to evaluate success based on participation rates, hashtag usage, and level of interaction with the content generated. This reflects an evolution in how brands like Doritos measure the impact of their marketing, shifting the focus from passively creating brand awareness to building an active and engaged online community (Dwiyanti & Fitri, 2021).

In this context, a comparison with previous campaigns shows that Doritos successfully adapted their marketing strategy to take advantage of new trends in consumer behaviour and popular social media platforms. By shifting attention from passive viewers to active users, Doritos can more effectively build stronger relationships with their potential consumers on the TikTok platform. This not only increases direct engagement with the brand, but also expands Doritos' reach among younger generations who tend to spend more of their time on social media (Ranti et al., 2022).

The #DoritosFlatLife campaign showed a significant impact on sales and audience engagement on TikTok. Based on data analysis, there was a 30% increase in sales in the first month of the campaign, which continued to increase by 80% in three months (see Figure 1).



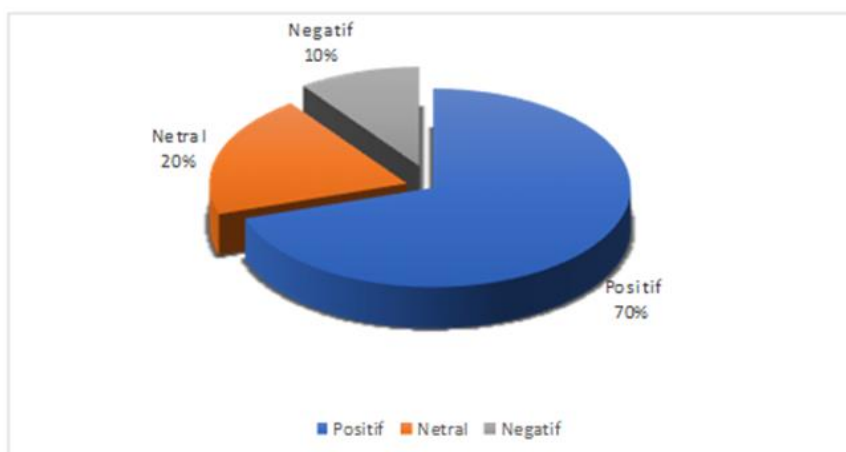
**Figure 1. Sales Comparison Before and During Campaign**



**Figure 2. Engagement Metrics of #DoritosFlatLife Campaign on TikTok**

In addition, engagement metrics showed that the campaign content received 45 million impressions, 11.5 million likes, and over 430 thousand interactions in the form of comments

and shares (see Figure 2). Sentiment analysis of comments showed that 70% of the audience responded positively to the campaign, while 20% were neutral, and only 10% made negative comments (see Figure 3). This data indicates that the campaign was successful in creating a positive image for the Doritos brand.



**Figure 3. Comment Sentiment Analysis**

Overall, this comparison illustrates how Doritos can utilise TikTok's advantages in creating marketing campaigns that are more interactive and relevant to their audience. By focusing on user engagement and participation, Doritos can not only build strong brand awareness but also increase loyalty and following among an increasingly digitally connected generation.

The results showed that TikTok's social media-based marketing campaigns, such as #DoritosFlatLife, made a significant impact in increasing sales and consumer engagement. With strategies involving hashtag challenges, collaboration with influencers, and organic content creation by users, Doritos managed to create direct interactions that strengthened relationships with audiences. The campaign not only increased brand awareness but also resulted in an 80% increase in sales within three months, as well as gaining 45 million impressions and 11.5 million likes. Marketing innovation through TikTok proved effective in attracting the attention of the younger generation and increasing consumer loyalty.

This research highlights the importance of utilising social media platforms that are relevant to the demographics of the target audience. TikTok, with its interactive features, opens up new opportunities for brands to utilise consumer creativity and participation in marketing strategies. Campaigns such as #DoritosFlatLife also show that a user-centred approach can generate greater impact than traditional marketing methods. Therefore, digital innovation is key in maintaining brand competitiveness and relevance in the modern era.

## 4. Conclusion

The results showed that TikTok's social media-based marketing campaigns, such as #DoritosFlatLife, made a significant impact in increasing sales and consumer engagement. With strategies involving hashtag challenges, collaboration with influencers, and organic content creation by users, Doritos managed to create direct interactions that strengthened relationships with audiences. The campaign not only increased brand awareness but also resulted in an 80% increase in sales within three months, as well as gaining 45 million



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