

## ABSTRACT

### **Social Media Marketing Strategy in Increasing Sales Through the TikTok Application (A Qualitative Descriptive Study on the Online Shop @Rich.dept)**

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*Rich Dept is a local brand from South Jakarta, founded by Muhammad Gilang Ramadhan in 2019. Rich Dept utilizes the social media platform TikTok as a promotional tool to enhance sales. This research aims to understand the Social Media Marketing Strategy of the online shop @rich.dept through the TikTok application in increasing sales. The research adopts a post-positivist paradigm, as it employs a subjective way of thinking. Consequently, the research findings indicate that Rich Dept has clear marketing objectives, focuses on TikTok, creates engaging and entertaining content, conducts data analysis and evaluation, understands follower preferences, conducts research and monitors TikTok trends, and maintains a structured and planned content approach. All of these factors contribute to their marketing objectives and help them establish a strong relationship with their audience on the social media platform. Through a systematic and organized process, they can ensure high-quality and relevant content..*

**Keywords:** Social media, Social Media Marketing Strategy

Libraries : 16

Publication Years : 2013 – 2023