



EFFECTIVENESS OF UNIVERSITY SOCIAL MEDIA MARKETING (TIKTOK) IN IMPROVING STUDENT ENGAGEMENT

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Abstract

This research investigates how TikTok-based social media marketing contributes to enhancing student engagement at Telkom University. The study is driven by the rapid growth of TikTok usage among young audiences and the increasing role of social media as a strategic communication and promotional channel for higher education institutions. The objectives are to evaluate the implementation of TikTok marketing activities, assess the level of student engagement, and determine the extent to which marketing effectiveness influences student involvement. Descriptive and verification techniques were used in a quantitative way. Data were obtained through questionnaires distributed to 100 active students who follow the @smbtelkom TikTok account. Validity testing, reliability testing, traditional assumption testing, simple linear regression, coefficient of determination analysis, and hypothesis testing with SPSS were among the statistical investigations. The findings reveal that TikTok marketing activities implemented by Telkom University are perceived positively, particularly in terms of awareness creation, audience interest, persuasive capability, and communication impact. Student engagement was also found to be at a high level across cognitive, emotional, and behavioral dimensions. Furthermore, the regression results demonstrate that the effectiveness of TikTok marketing significantly influences student engagement, accounting for 80.8% of the observed variation. The study provides both theoretical and practical contributions by expanding the discussion of digital marketing within higher education and offering recommendations for developing more engaging and interactive social media strategies.

Keywords: TikTok Marketing, Social Media Marketing, Student Engagement, Higher Education Marketing, Digital Communication



INTRODUCTION

Social media has become an important communication channel for universities because it allows institutions to share academic information, promote campus identity, and interact directly with students. Among various platforms, TikTok has gained particular relevance due to its short-video format, algorithm-based visibility, and interactive features that encourage users to respond through likes, comments, shares, and other forms of participation. For universities, TikTok is not only a promotional medium but also a digital space where students can recognize campus identity, respond to institutional messages, and develop a sense of connection with the university.

In Indonesia, the relevance of TikTok for university communication is supported by the platform's large user base and high usage intensity. TikTok had 157.6 million users in Indonesia as of July 2024, while Indonesian users reportedly spent an average of 44 hours per month on the platform. Internet access in Indonesia also reached 72.78% of the population in 2024, indicating that digital platforms have become a central part of public communication. However, high platform usage does not automatically mean that university content successfully creates meaningful student engagement. This creates an important issue for higher education institutions: whether TikTok-based social media marketing is effective in encouraging students to become cognitively, emotionally, and behaviorally involved with campus content.

Table 1.
Use of Social Media in Indonesia

Social media	Time spent
TikTok	44 hours 54 minutes
Youtube	29 hours 04 minutes
WhatsApp	24 hours 17 minutes
Instagram	14 hours 57 minutes
Facebook	12 hours 50 minutes

Source: <https://data.goodstats.id/>

This issue is especially relevant in the context of university competition. Higher education institutions increasingly rely on digital platforms to attract prospective students, maintain relationships with current students, and strengthen campus branding. Nevertheless, many university TikTok accounts still focus mainly on visibility and content distribution, while the actual effect of their marketing activities on student engagement is not always measured systematically. Engagement in this study is therefore understood not merely as content reach, but as students' active



response, interest, emotional attachment, and willingness to participate in campus-related digital communication.

Several previous studies have examined TikTok and social media marketing from different perspectives. Akbari et al. (2022) analyzed TikTok marketing in higher education and showed that creative and interactive university content can support campus image. However, their study focused more on content analysis and branding rather than testing the direct effect of TikTok marketing effectiveness on student engagement. Kuwatno and Zaini Abdullah (2024) examined TikTok social media marketing in relation to purchasing decisions through consumer engagement, but their research was located in a commercial context. Similarly, Hafizh et al. (2022) investigated social media marketing and loyalty through customer relationship quality in TikTok Shop, while Mulyani and Murwanto, as cited in Natasya (2023), discussed TikTok marketing content in relation to customer trust and purchase intention. These studies show that TikTok can influence consumer behavior, trust, loyalty, and engagement, yet most of them remain focused on business, e-commerce, or consumer purchase behavior.

Based on this comparison, the research gap lies in the limited empirical testing of TikTok social media marketing effectiveness in the context of higher education, especially with active students as the audience. Previous studies have not sufficiently tested whether TikTok marketing activities by a university directly influence student engagement as reflected in cognitive, affective, and behavioral dimensions. Therefore, this study focuses specifically on Telkom University's TikTok marketing activities and examines their effect on the engagement of active students who follow and interact with the university's TikTok account.

This study aims to analyze the effectiveness of TikTok-based social media marketing implemented by Telkom University, measure the level of student engagement among active students, and test the effect of TikTok social media marketing effectiveness on student engagement. The novelty of this research lies in its focus on TikTok marketing in a higher education institution, where engagement is examined not as consumer purchase behavior but as students' cognitive, emotional, and behavioral involvement with university digital communication.

LITERATURE REVIEW

Marketing management has developed from a product-oriented activity into a customer-oriented process supported by data, technology, and digital interaction. In the current digital environment, marketing decisions are no longer based only on intuition, but must consider audience behavior, market segmentation, targeting,



positioning, and the ability of organizations to respond quickly to changing consumer needs. This perspective is relevant to higher education institutions because universities also need to understand their audiences, particularly students and prospective students, through digital communication strategies that are adaptive and data-driven (Saputro, 2023; Ena et al., 2023).

The marketing mix remains an important foundation in marketing strategy, but its implementation must be adapted to digital platforms. Product, price, place, and promotion are no longer understood only in conventional terms, because digital marketing has changed how audiences receive information, evaluate value, and interact with institutions. In the service sector, including higher education, the marketing mix must be flexible and responsive to audience characteristics so that institutions can deliver relevant value and maintain competitiveness in the digital era (Jannah et al., 2023; Ariyani et al., 2025).

Promotion mix is also important in explaining how universities communicate with their audiences. Promotion is not limited to advertising, but includes public relations, personal communication, sales promotion, and digital marketing activities that must be managed in an integrated way. In the digital era, promotion effectiveness depends on the ability of organizations to deliver relevant messages through appropriate platforms and to combine traditional and digital communication channels. Therefore, TikTok can be understood as part of the university's digital promotion mix because it helps deliver campus information in a more interactive and audience-oriented format (Putri et al., 2022; Anggraini et al., 2024).

Digital marketing refers to the use of digital technologies and online platforms to reach, influence, and build relationships with audiences. It includes social media, websites, digital advertising, and other online communication channels that are integrated to strengthen marketing effectiveness. Digital marketing does not only focus on visibility and reach, but also on creating positive audience experiences through personalization, responsiveness, and continuous interaction. In the context of this study, TikTok functions as a digital marketing medium that allows Telkom University to communicate with students through short videos, visual content, and interactive features (Putri et al., 2025; Azzariaputrie & Avicenna, 2023).

Social media marketing is a digital marketing strategy that uses social networking platforms to build interaction, influence audience behavior, and encourage engagement. Its effectiveness is not only determined by content delivery, but also by the ability of content to create experience through interaction, entertainment, trends, personalization, and electronic word-of-mouth. In this study, TikTok social media marketing effectiveness is measured through four indicators: brand awareness,



interest, persuasion, and impact. Brand awareness refers to students' ability to recognize and remember Telkom University's identity through TikTok content. Interest reflects students' attraction to campus content. Persuasion refers to the ability of content to influence students' perceptions and attitudes, while impact refers to the communication effect created after students are exposed to university TikTok content (Ranti, 2025).

The relationship between TikTok marketing and student engagement can be explained through the Stimulus-Organism-Response theory. In digital marketing, stimulus refers to external elements such as visual content, social media interaction, trending audio, hashtags, and other digital features. Organism refers to internal audience responses, including attention, perception, emotion, and cognitive processing. Response refers to the final behavior, such as engagement, purchase intention, or other forms of participation. In this study, TikTok content published by Telkom University acts as the stimulus, students' attention and emotional response act as the organism, and student engagement becomes the response (Yomiko & Siagian, 2024; Huda, 2024).

Service-Dominant Logic also supports this study because it views audiences not as passive receivers, but as active participants in value creation. In digital communication, value is created through interaction between institutions and audiences. This means that students do not only receive information from university TikTok content, but also contribute to the communication process through likes, comments, shares, feedback, and participation. Therefore, student engagement on TikTok can be understood as part of value co-creation between Telkom University and its students (Laksmidewi, 2024; Arifin, 2023).

Customer engagement, in this study adapted into student engagement, refers to a multidimensional relationship between an audience and an organization through cognitive, emotional, and behavioral involvement. Cognitive engagement is reflected in students' attention and understanding of university content. Emotional engagement appears when students feel interested, connected, or positively attached to the university. Behavioral engagement is shown through concrete actions such as watching, liking, commenting, sharing, and participating in campus-related digital activities. These dimensions show that engagement is not merely a superficial interaction, but a deeper relationship that can strengthen long-term connection between students and the institution (Vinerean & Opreana, 2021; Razak, 2024).

Several previous studies support the relevance of social media marketing and engagement in digital platforms. Ranti (2025) showed that social media marketing can strengthen consumer engagement through interaction, entertainment, trends,



customization, and electronic word-of-mouth. Vinerean and Opreana (2021) emphasized that engagement is a multidimensional construct involving cognitive, emotional, and behavioral aspects. Meanwhile, studies on digital marketing and content marketing also show that interactive and relevant content can increase audience involvement in online platforms (Azzariaputrie & Avicenna, 2023; Putri et al., 2025). These findings support the argument that social media marketing effectiveness can influence audience engagement.

In the higher education context, TikTok has also been recognized as a potential marketing platform. Akbari et al. (2022) found that TikTok content can support university image through creative and interactive communication. However, their study focused mainly on content analysis and campus image. Kuwatno and Abdullah (2024) examined TikTok social media marketing in relation to purchasing decisions through consumer engagement, while Hafizh et al. (2022) analyzed social media marketing and loyalty intention through relationship quality in TikTok Shop. Natasya (2023) also examined TikTok marketing content in relation to customer trust and purchase intention. These studies show that TikTok can influence audience response, but most of them are still focused on commercial contexts.

Based on the theoretical and empirical review above, the research gap lies in the limited empirical testing of TikTok social media marketing effectiveness on student engagement in higher education institutions. Previous studies have mostly examined TikTok in relation to campus image, consumer engagement, loyalty, trust, and purchase intention. Meanwhile, this study focuses on active students as academic audiences whose engagement includes attention, emotional connection, and digital participation. Therefore, this study positions TikTok social media marketing effectiveness as the independent variable and student engagement as the dependent variable. The hypothesis proposed in this study is that TikTok social media marketing effectiveness has a positive and significant effect on student engagement among active students of Telkom University.

RESEARCH METHOD

This study employed a quantitative approach to measure and analyze the relationship between TikTok social media marketing effectiveness and student engagement. A quantitative approach was considered appropriate because the study used numerical data, structured indicators, hypothesis testing, and statistical procedures to examine the degree of influence between variables. This approach is relevant for research that aims to test relationships among variables empirically and objectively (Yurmaini et al., 2024; Muhajirin et al., 2024).



The research design used in this study was quantitative correlational. This design was selected because the study aimed to examine the effect of TikTok social media marketing effectiveness as the independent variable on student engagement as the dependent variable, without manipulating the research variables. The relationship between the two variables was tested using simple linear regression to determine whether social media marketing effectiveness significantly influences student engagement among active students of Telkom University (Nugroho & Rumyeni, 2024; Anwar et al., 2025).

The independent variable in this study was TikTok social media marketing effectiveness, measured through four indicators: brand awareness, interest, persuasion, and impact. The dependent variable was student engagement, measured through three dimensions: cognitive, affective, and behavioral engagement. All questionnaire items were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The instrument consisted of 15 statement items: 10 items for TikTok social media marketing effectiveness and 5 items for student engagement.

Table 2.
Operational Definition of Research Variables

Variable	Dimension / Indicator	Operational Definition	Item Code	Scale
TikTok Social Media Marketing Effectiveness (X)	Brand Awareness	The extent to which TikTok content helps students recognize and remember Telkom University's identity, information, and promotional messages.	X1-X2	Likert 1-5
TikTok Social Media Marketing Effectiveness (X)	Interest	The extent to which TikTok content attracts students' attention and encourages them to continue watching or following university-related content.	X3-X4	Likert 1-5
TikTok Social Media Marketing Effectiveness (X)	Persuasion	The extent to which TikTok content influences students' perceptions, attitudes, and interest toward Telkom University.	X5-X7	Likert 1-5



Variable	Dimension / Indicator	Operational Definition	Item Code	Scale
TikTok Social Media Marketing Effectiveness (X)	Impact	The extent to which TikTok content creates a communication effect, such as stronger recall, positive impression, or willingness to interact with campus information.	X8-X10	Likert 1-5
Student Engagement (Y)	Cognitive Engagement	The extent to which students pay attention to, understand, and think about the information presented through Telkom University's TikTok content.	Y1	Likert 1-5
Student Engagement (Y)	Affective Engagement	The extent to which students feel interested, connected, or emotionally attached to Telkom University's TikTok content.	Y2	Likert 1-5
Student Engagement (Y)	Behavioral Engagement	The extent to which students actively respond to TikTok content through likes, comments, shares, viewing, or other forms of digital participation.	Y3-Y5	Likert 1-5

The research was conducted at Telkom University Bandung by focusing on the official TikTok account of Telkom University, namely @smbtelkom. This account was selected because it functions as one of the university's digital communication channels for sharing information about admissions, campus life, achievements, facilities, and promotional activities. Data were collected using a closed-ended questionnaire distributed through Google Forms. The study used primary data obtained from respondents and secondary data from journals, books, and other relevant publications (Sugiyono, 2022).

The population of this study consisted of followers of the @smbtelkom TikTok account. The respondents were selected using purposive sampling because not all followers of the account were relevant to the research objectives. The sample was limited to respondents who met three criteria: they were active students of Telkom University, followed the @smbtelkom TikTok account, and had viewed or interacted with content uploaded by the account. In practice, the questionnaire was distributed online to active Telkom University students through student communication networks



and social media channels. Before completing the questionnaire, respondents were asked screening questions to ensure that they met the required criteria. Responses from individuals who did not meet these criteria were excluded from the analysis.

The sample size was determined using the Slovin formula with an error tolerance of 10 percent. The 10 percent margin of error was considered acceptable because this study was conducted within a specific institutional context, focused on a defined audience, and used purposive sampling to reach respondents who had direct exposure to the @smbtelkom TikTok account. In addition, the study aimed to examine the general tendency of student engagement rather than to generalize findings to all university students in Indonesia. Based on the Slovin calculation, the minimum sample size required was 100 respondents. The final data used in the study were obtained from respondents who fulfilled the sampling criteria and completed the questionnaire properly (Umar, 2019; Sekaran & Bougie, 2020).

Data analysis was conducted using SPSS. The analysis included Pearson Product-Moment validity testing, Cronbach's Alpha reliability testing, descriptive statistical analysis, classical assumption testing, simple linear regression, coefficient of determination analysis, and t-test. The classical assumption tests consisted of normality, linearity, and heteroscedasticity tests. The t-test was used to determine whether TikTok social media marketing effectiveness had a significant effect on student engagement, while the coefficient of determination was used to measure the extent to which the independent variable explained the variation in the dependent variable (Sugiyono, 2024).

RESULTS AND DISCUSSION

This section presents the results of data analysis and discusses the findings in relation to TikTok social media marketing effectiveness and student engagement at Telkom University. The analysis covers the research object, respondent characteristics, instrument testing, classical assumption testing, simple linear regression, hypothesis testing, and interpretation of the findings.

The object of this study was the official TikTok account of Telkom University, namely @smbtelkom. The account functions as one of the university's digital communication channels for delivering information related to academic activities, student admissions, campus achievements, facilities, educational programs, and promotional campaigns. At the time of data collection, the account had approximately 28,000 followers and consistently uploaded content related to campus life, educational information, student achievements, and promotional activities. Its engagement



strategies included the use of trending audio, hashtags, interactive content, and responses to audience comments.

TikTok was selected as the research context because its short-video format, visual style, and interactive features are highly relevant to student communication. Unlike conventional university promotion, TikTok allows campus messages to be delivered in a lighter, faster, and more relatable form. This is especially important for Gen Z students, who tend to respond more actively to visual, short, informal, and interactive content. In this context, TikTok does not only function as an information channel but also as a digital space where students can recognize, respond to, and build a sense of connection with the university.

The respondents in this study were active Telkom University students who followed the TikTok account @smbtelkom and had viewed or interacted with its content. This criterion was used to ensure that respondents had direct exposure to the university's TikTok marketing activities.

Table 2.

Respondents Based on Age

Age	Frequency Percentage	
18-20 years old	56	55.4%
21-22 years old	38	37.6%
23 years old	6	6.9%
Total	100	100%

Source: Primary data processed by researchers, 2025

Based on Table 2, most respondents were aged 18-20 years old, with 56 respondents or 56% of the total sample. Respondents aged 21-22 years old accounted for 38 respondents or 38%, while respondents aged 23 years old accounted for 6 respondents or 6%. This composition indicates that the respondents were dominated by younger active students, which is consistent with TikTok's strong appeal among Gen Z users.

Table 3.

Respondents Based on Gender

Gender	Frequency Percentage	
Male	46	46%
Female	54	54%
Total	100	100%

Source: Primary data processed by researchers, 2025



Table 3 shows that female respondents were slightly more dominant, with 54 respondents or 54%, while male respondents accounted for 46 respondents or 46%. This composition indicates that the sample was relatively balanced by gender, although female students were slightly more represented.

Instrument validity was tested using the Pearson Product-Moment correlation. The test was conducted on 103 respondents with a significance level of 0.05. Based on the calculation, the degree of freedom was $df = 103 - 2 = 101$, with an r-table value of 0.192. The results showed that all items measuring variable X and variable Y had r-count values greater than the r-table value. Therefore, all questionnaire items were declared valid and suitable for measuring TikTok social media marketing effectiveness and student engagement.

Table 4.
Validity Test Results

Variable	Number of Items	Criteria	Result
TikTok Social Media Marketing Effectiveness (X)	10	r-count > r-table 0.196	Valid
Student Engagement (Y)	5	r-count > r-table 0.196	Valid

Source: SPSS Version 23 data processing, 2026

Reliability testing was conducted using Cronbach's Alpha. The reliability test showed that variable X had a Cronbach's Alpha value of 0.945 for 10 items, while variable Y had a Cronbach's Alpha value of 0.887 for 5 items. Since both values were higher than 0.70, the instruments were considered reliable. These results indicate that the questionnaire items had strong internal consistency and were appropriate for further analysis.

Table 5.
Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Interpretation
TikTok Social Media Marketing Effectiveness (X)	0.945	10	Reliable
Student Engagement (Y)	0.887	5	Reliable

Source: SPSS Version 23 data processing, 2026

Before conducting regression analysis, classical assumption tests were performed to ensure that the regression model met the required statistical



assumptions. The normality test using the Kolmogorov-Smirnov method produced an Asymp. Sig. value of 0.200, which is greater than 0.05. This indicates that the residual data were normally distributed. The linearity test showed a Deviation from Linearity significance value of 0.075, which is also greater than 0.05. Therefore, the relationship between TikTok social media marketing effectiveness and student engagement can be considered linear and suitable for simple linear regression analysis.

Table 6.
Classical Assumption Test Summary

Test	Result	Criteria	Interpretation
Normality Test	Sig. = 0.200	> 0.05	Normal
Linearity Test	Deviation from Linearity = 0.075	> 0.05	Linear
Scatterplot Heteroscedasticity Test	Random spread pattern	No clear pattern	No visible heteroscedasticity
Glejser Test	Sig. = 0.210	Should be > 0.05	Needs rechecking

Source: SPSS Version 23 data processing, 2026

Based on the scatterplot analysis, the residual points appeared to be randomly distributed above and below the zero line, indicating no visible heteroscedasticity pattern. The Glejser test produced a significance value of **0.210**, which is greater than 0.05. This indicates that the regression model is free from heteroscedasticity. Therefore, the model fulfills the classical assumption requirements and is appropriate for simple linear regression analysis. Nevertheless, the direction of the relationship remains positive, and the hypothesis testing result still shows a significant effect between TikTok social media marketing effectiveness and student engagement.

The simple linear regression analysis produced the following equation:

$$Y = 2.487 + 0.430X$$

In this equation, Y represents student engagement and X represents TikTok social media marketing effectiveness. The constant value of 2.487 indicates that when TikTok social media marketing effectiveness is at its minimum or unchanged, student engagement still has a baseline score of 2.487. This suggests that students may still have a basic level of engagement with the university due to other factors, such as academic identity, peer influence, campus experience, or previous exposure to university information.

The regression coefficient of 0.430 indicates that every one-unit increase in TikTok social media marketing effectiveness is associated with a 0.430-unit increase in



student engagement . Practically, this means that when Telkom University improves its TikTok marketing through clearer information, more attractive visuals, more relevant content, stronger persuasive messages, and more interactive communication, students are more likely to show stronger engagement. This engagement may appear in practical behaviors such as paying more attention to campus content, watching videos more completely, liking posts, commenting, sharing information, following campus updates, and feeling more connected to the university.

The coefficient of determination showed an R value of 0.899 and an R Square value of 0.808. This means that 80.8% of the variation in student engagement can be explained by TikTok social media marketing effectiveness, while the remaining 19.2% is influenced by other variables outside the research model . This value indicates a very strong explanatory contribution. In practical terms, TikTok marketing is not merely a supporting communication tool, but a major factor associated with how students respond to and interact with university digital content.

The hypothesis test also supports this finding. The t-test showed a t-value of 20.504 with a significance level below 0.001. Since the t-value was higher than the t-table value of approximately 1.984 at the 5% significance level, the null hypothesis was rejected, and the alternative hypothesis was accepted. This confirms that TikTok social media marketing effectiveness has a positive and statistically significant effect on student engagement.

The findings of this study show that TikTok social media marketing effectiveness has a positive and significant effect on student engagement among active students at Telkom University. The regression coefficient of 0.430 indicates that higher effectiveness in TikTok marketing is followed by increased student engagement, while the coefficient of determination shows that 80.8% of student engagement can be explained by TikTok social media marketing effectiveness. This means that TikTok is not only a promotional platform, but also a strategic digital communication medium that can encourage students to pay attention, respond, and build emotional connection with university content.

This effect occurs because TikTok matches the digital communication habits of Gen Z students. They tend to prefer information that is short, visual, informal, interactive, and easy to access. Through short videos, trending audio, captions, hashtags, and interactive features, university messages become less rigid and more relatable to students' daily digital culture. As a result, campus information about programs, scholarships, student achievements, facilities, and academic activities can be received more effectively.



The results can be explained through the Stimulus-Organism-Response (SOR) theory. TikTok content functions as the stimulus that attracts students through visual and interactive messages. These stimuli influence students' internal responses, such as attention, interest, emotional connection, and positive perception toward the university. These responses then lead to engagement in the form of watching, liking, commenting, sharing, and following campus updates. Therefore, TikTok marketing effectiveness works through a process of attracting attention, creating relevance, and encouraging participation.

This study supports Akbari et al. (2022), who found that TikTok has marketing power in higher education through creative and interactive content. However, this study extends their findings by statistically proving that TikTok marketing effectiveness directly influences student engagement, not only university image. This study also relates to Kuwatno and Zaini Abdullah (2024), who found that TikTok marketing influences consumer engagement, although their research focused on purchasing decisions. In contrast, this study focuses on student engagement in higher education, where the goal is not purchase behavior but student attention, emotional connection, and participation.

The findings are also consistent with Hafizh et al. (2022), who emphasized the role of social media marketing in building relationship quality, and Natasya (2023), who showed that TikTok content can influence trust and purchase intention. However, unlike those studies that focus on commercial audiences, this research positions students as academic audiences. Thus, this study expands TikTok marketing research from consumer behavior to university communication and student-institution relationships.

Practically, these findings imply that universities need to manage TikTok as a strategic communication platform. Content should be planned based on student needs, platform trends, institutional identity, and engagement data. Universities should create content that is informative, visually attractive, emotionally relevant, and interactive while maintaining academic credibility. Theoretically, this study contributes to social media marketing and student engagement literature by showing that TikTok can strengthen student engagement in higher education through visual, interactive, and relatable communication.

CONCLUSION

Based on the results of this study, TikTok social media marketing has proven to be effective in increasing student engagement at Telkom University. The university's TikTok content is considered effective because it presents information in a creative,



informative, interactive, and trend-based format that matches the communication style of younger audiences.

The findings show that students do not only receive information passively, but also demonstrate engagement through attention, emotional connection, and active digital participation, such as liking, commenting, sharing, and following campus-related content. This indicates that TikTok can function not only as an information channel, but also as a medium for building closer relationships between the university and students.

The regression results confirm that TikTok social media marketing effectiveness has a positive and significant influence on student engagement. Therefore, improving TikTok marketing strategies can strengthen student interaction, participation, and connection with the university. Scientifically, this study contributes to digital marketing and student engagement literature by showing that TikTok can be used as an effective communication strategy in higher education.

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