

## Digital Marketing Strategy for Fashion Products on TikTok

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### Abstract

The digitalization of media has driven the emergence of new marketing strategies, such as affiliate marketing, which leverages social media platforms to reach consumers more effectively. This research discusses the continuously evolving digital era, where marketing strategies play a crucial role in achieving sustainable sales growth in the e-commerce sector. The study aims to explore digital marketing strategies for fashion products on the TikTok platform, with an emphasis on efforts to connect consumers and businesses through social media. The applied research method is qualitative, allowing the researcher to gain deeper insights into the marketing practices being implemented. The analysis of the digital marketing strategies employed by account @akun @baldovino.co reveals that increased customer engagement is achieved through a combination of organic and paid methods. The use of TikTok's data analytics features, active interaction in the comment section, keyword optimization in content, and the implementation of TikTok Ads have proven effective in enhancing brand visibility and awareness. This research is also supported by the digital marketing theory developed by Chakti, 2022

**Keywords:** Digital Marketing, E-commerce, Marketing Strategy, Social Media, TikTok

### INTRODUCTION

In this digital age, every aspect of life has been facilitated by technology and the internet, one of which is social media (Azis, 2019). Social media is a form of information technology development, and social media users can share various information through various platforms such as TikTok (Puspitarini & Nuraeni, 2019). TikTok has proven to be an effective platform for promotional and marketing strategies, increasing public awareness and business revenue. Features such as short videos, filters, and creative ads enable users to reach a wide audience. Strategies to enhance TikTok's effectiveness include engaging content, collaborating with influencers, using hashtags, and ads such as top-of-feed ads and brand takeovers. With the right approach, TikTok can be a highly effective promotional tool for increasing sales and consumer interaction in e-commerce (Nakita Sisilia, Rayyan Firdaus, 2024).

The goal of digital marketing is to establish connections between consumers and businesses through social media, facilitating the exchange of information and communication between them (E, Nicole, Roderick J, 2012). These marketing efforts can be achieved by leveraging digital media and technology, enabling more effective interaction between businesses and

potential customers (*Sawicki, 2016*). One digital media platform that can be used in digital marketing strategies is *TikTok*, which has proven to be widely adopted for marketing purposes (*Harris Salim et al., 2024*).

Social media provides an extraordinary opportunity to promote and build your own brand, allowing you to be recognized by a wide audience, something that was previously very difficult to do. Through this platform, businesses can easily communicate their products, services, company image, and various other commodities. Currently, there are various types of social media platforms available online, such as *TikTok*, *Instagram*, *Facebook*, *Twitter*, and many more (*Andi Aldin Alafghani Sofyan & Dadan Mulyana, 2024*).

The development of information and communication technology has transformed product marketing methods, including in the fashion industry. The digitalization of media has driven the emergence of new marketing strategies, such as affiliate marketing, which leverages social media platforms to reach consumers more effectively. One platform that has grown rapidly in this context is *TikTok*, which offers a new way to shop online through its *TikTok Shop* feature (*Hasan Ajali, Yuli Harahap, 2024*). The ease of this technology has also encouraged people to explore business opportunities in the online fashion industry, making it easier for consumers to shop through e-commerce platforms.

Building brand awareness is a crucial step for *SMEs* in launching their brands (*Yanto & Aprilian, 2023*). In today's digital age, the use of viral marketing makes it easier for consumers to choose quality products among the various options available. Additionally, this strategy helps *SMEs* and other businesses reach a broader market with a positive image associated with them (*Roisah et al., 2018*). Considering this, the researchers decided to conduct a study on brand development for *SME* products through the *TikTok* social media platform (*Zarkasyi, 2021*).

One of the *MSMEs* that uses the *TikTok* app to promote and brand its products is the *@baldovino.co* account. The *@baldovino.co* account is a local fashion brand founded by *Fathan Wisnu Brata* in 2023. *Fathan Wisnu Brata's* innovation and creativity led to the idea of creating and producing his own clothing, which is now known as the *@baldovino.co* account. The local brand *@baldovino.co*, a local fashion brand, has made significant efforts to enhance its brand image through various strategies, one of which is *TikTok*.

The research question for this study is how the *@baldovino.co* account can improve product marketing and brand image within the *TikTok* app. This research aims to determine how the *@baldovino.co* account increases product sales and builds brand image within the *TikTok* app.

Several research papers related to relevant literature support and facilitate this research. Some of them have been referenced by researchers in various works, including journals, articles, and other forms of writing. This literature covers a number of topics that will be discussed by the author. One

of the main focuses is the analysis of advertising strategies through social media to increase fashion product sales.

The first paper is the journal “Marketing Strategies for Fashion Products Using *TikTok Affiliate*” by (Azmi *et al.*, 2025). In this journal, a qualitative research method is used with a descriptive presentation, and the data is analyzed using two methods: content analysis and deductive analysis. This is because content analysis includes *TikTok Shop* marketing strategies with affiliate marketing during sales.

The findings in the journal indicate that there are several ways to market fashion products using *TikTok affiliate* marketing, including through in-feed videos, live streams, and the showcase tab, or by including product links in videos and profile bios. The conclusion of this journal article is that *TikTok Shop* is the largest online marketplace in Indonesia, with consumers from all walks of life. The research findings indicate that interaction, communication, and ethics in affiliate marketing practices significantly contribute to building customer trust. Transparency and providing valuable content that reveals the relationship with the brand are key to building relationships.

In the discussion of the above research, it has similarities with the author in terms of the marketing strategy for fashion products using *TikTok*, while the difference lies in the use of *TikTok affiliates*, whereas the author focuses on marketing strategies and branding the image of fashion products within the *TikTok* application.

The second article, a journal titled “The Influence of Digital Strategies on the Sales Performance of Fashion Products on *TikTok Shop* E-commerce” by (Indra, Ihsyan, Erwinda, 2024), uses quantitative research methods to discuss digital marketing strategies, brand image, customer loyalty, and the sales performance of fashion products on *TikTok Shop* in Indonesia. Primary data was collected through a structured survey distributed electronically.

The results of this journal discussion involve data obtained from 31 *TikTok Shop* users in Indonesia, specifically those who interact with fashion products. The data distribution shows that 80% of respondents are aged between 18 and 20 years, 15% are aged 21 to 25 years, and 5% are in the 30 to 35 age range. In terms of gender, the composition is 51.6% male and 48.4% female. Regarding the frequency of purchasing fashion products on *TikTok Shop*, 77.4% of respondents admitted to having made a purchase before, while the remaining 22.6% had never made a purchase. Additionally, the satisfaction rate with the quality of products sold on *TikTok Shop* reached 96.7%. In terms of usage frequency, 40% of users access the platform daily, 20% weekly, and 30% monthly.

Each variable has undergone rigorous validity and reliability testing, ensuring it can effectively support and maintain a positive brand image. This has significant potential in fostering customer loyalty, which ultimately drives increased sales performance. This study employs a comprehensive analysis

backed by robust statistical measures, not only enriching knowledge but also expected to be adopted in the business world, facilitating operations within the e-commerce fashion sector.

The conclusions from this study indicate that digital marketing strategies play a very important role in building brand image, increasing customer loyalty, and contributing to the sales performance of fashion products on the *TikTok Shop* app in Indonesia. This underscores that the implementation of well-managed digital marketing strategies can have a positive and effective impact.

Regarding the connection between the aforementioned journal and the author's research, it pertains to digital marketing strategies for fashion products on the *TikTok* platform, which have a significant influence on building customer loyalty. The difference between the aforementioned research and the author's discussion is that the author focuses more on brand image branding to make the public aware of the brand's existence, while the aforementioned research has already established customer loyalty, which means sales have already been generated.

The third paper, "Analysis of Promotion Strategies Using *TikTok* Social Media in Marketing Products for *MSMEs*" by (Revita Sari, 2024). In this study, which applied strategies to increase sales for *Rendang kebab MSMEs* in Medan City, the author concluded that marketing strategies play a very significant role. Currently, the *Rendang Kebab SME* has adopted the four basic components of marketing strategy theory: segmentation, targeting, positioning, and marketing mix. The implementation of marketing strategy management to increase sales has demonstrated good effectiveness across all four components, thereby driving sales growth. This success is attributed to the effective execution of marketing strategy management.

From the journal presentation above related to the title chosen by the author, the strategy is consistent with the way products are marketed on the *TikTok shop Indonesia* app. The difference from the journal above is that the research results have already conducted digital marketing through live streaming, while the author's discussion of digital marketing is new with content such as before-and-after videos, outfit checks, unboxing and product reviews, behind-the-scenes (*BTS*), and styling tips. The researcher hopes to provide a deeper understanding of the role of persuasive communication in the effectiveness of communication strategies. The theory applied in this study is the Digital Marketing Theory developed by Chakti in 2022, which explains that an internet platform enables users to present themselves, interact, collaborate on various information with other users, and form virtual connections (Rahmi, 2021).

## RESEARCH METHOD

The type of research used is a qualitative research method with a descriptive presentation that focuses on the phenomenon of how the *@baldovino.co* account builds relationships with customers through *TikTok* social media. Building good relationships is necessary to establish customer trust (*Halizah et al., 2022*).

The purpose of qualitative research is to understand social phenomena or symptoms in depth. The focus is on presenting a comprehensive picture of the phenomenon being studied, rather than breaking it down into interrelated variables. With this approach, it is hoped that a deeper understanding of the phenomenon can be obtained, which can then be used to formulate a theory. Qualitative research emphasizes human elements, objects, and institutions, as well as the relationships or interactions between these elements, with the aim of understanding events, behaviors, or phenomena that occur (*Asiva Noor Rachmayani, 2015*).

The data collected will be analyzed using two methods: content analysis and deductive analysis (*Retzen Lupi Nurdin, 2016*). Content analysis of the *TikTok* account *@baldovino.co* in this study covers *TikTok*'s marketing and branding image strategies with ad marketing when making sales. Deductive analysis is a method where facts can be analyzed and explained using digital marketing theories applicable to the content of the *@baldovino.co* account. Conclusions are then drawn to provide recommendations that benefit the business world (*Kharisma Agustina, 2023*).

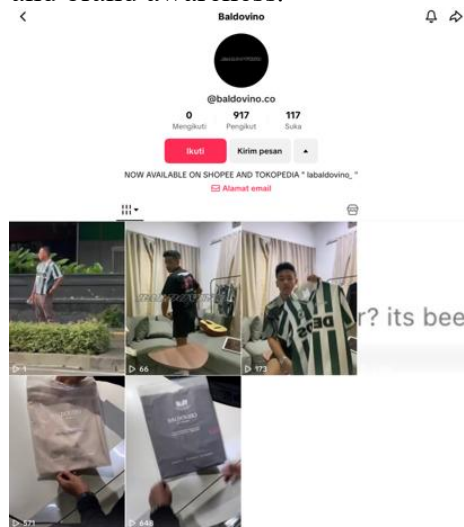
In this study, data validity was tested using triangulation techniques through content analysis of the *TikTok* account *@baldovino.co*, namely feedback from followers in the form of likes, comments, and shares. This was done to increase the credibility of the data so that the results of the study on marketing strategies and efforts to increase engagement on the *TikTok* account *@baldovino.co* would be more accurate.

In this qualitative study, the analysis was supported by the Digital Marketing Theory developed by *Chakti* in 2022, which explains that an internet platform enables users to present themselves, interact, collaborate on various information with other users, and form virtual connections (*Rahmi, 2021*). In the context of this study, the *@baldovino.co* account's strategy in presenting itself involves creating engaging content that aligns with audience trends and interests to enhance engagement and branding, as well as monitoring audience engagement and interaction through the number of likes, comments, and shares (*Ramadhan & Kurniawan, n.d. 2022*). In this study, the *@baldovino.co* account also attempts to collaborate with several other

## RESULTS AND DISCUSSION

The local brand @baldovino.co, a local fashion brand, has worked hard to improve its branding image through various strategies, one of which is TikTok.

The digital marketing strategy implemented by the @baldovino.co account on the TikTok platform has shown that increased customer engagement is achieved through a combination of organic and paid methods. This involves utilizing TikTok's data analysis features, active interaction in the comment section, keyword optimization in content, and the use of TikTok Ads to enhance visibility and brand awareness.



Source : @baldovino.co's TikTok Account

Figure 1 : Screen Capture of TikTok account @baldovino.co (February 12, 2025)

From the photo, it can be seen that the TikTok account @baldovino.co is still in the branding stage, as it was only created in December 2023. The baldovino account has begun to build its brand by collaborating with several local fashion brands and working with several micro-influencers who have 1K-10K followers.

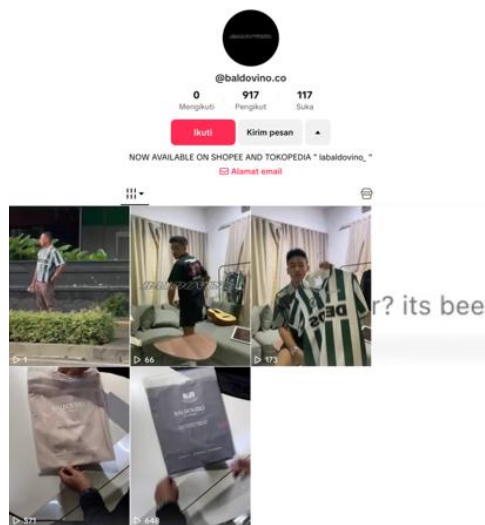
Based on the results obtained, the strategy implemented by the @baldovino.co account demonstrates effectiveness in increasing customer engagement on TikTok. The use of TikTok's data analysis features enables the brand to understand audience behavior and adjust content strategies based on emerging trends. This is supported by Chakti's 2022 research, which states that data analysis based on digital platforms plays a crucial role in optimizing social media-based marketing. Additionally, active interaction in the comments section contributes to a significant increase in engagement. This aligns with the theory of social interaction in digital marketing, where two-way

communication between brands and customers can enhance audience engagement and loyalty toward a brand (Kotler, 2014)

### Digital Content Strategy

The results of interviews and observations of digital content strategies on the @baldovino.co account show that @baldovino.co strives to create various types of interesting and engaging content, which is one of the main factors behind their marketing success on TikTok. Based on observations, the types of content used include: Before-After Videos and Outfit Checks, Unboxing and Product Reviews, Behind-the-Scenes (BTS) and Styling Tips. This strategy has proven effective in increasing audience engagement with the brand, as TikTok supports the dissemination of content that sparks curiosity and encourages interaction from viewers.

The @baldovino.co account has not been consistent in creating and posting content on TikTok and other social media platforms due to the need for fresh and engaging content. TikTok is a highly dynamic platform, so brands must adapt quickly to changes in trends and audience preferences. Monotonous or irrelevant content can reduce a brand's appeal, so the @baldovino.co account must continue to innovate in creating fresh and engaging content ideas.



Source : @baldovino.co's TikTok's Account

Figure 2 : Screen capture of TikTok content from the @baldovino.co account (February 12, 2025)

Based on observations of the TikTok account @baldovino.co, it appears that the amount of content that has been published is still limited. This is due to the fact that the @baldovino.co account has only recently begun efforts to establish a brand image on the platform. In addition, the company faces challenges in consistently generating relevant content ideas on a daily basis.

Brand image is a crucial component of digital marketing strategy, particularly for fashion brands that rely on visual appeal and imagery to capture consumer attention. According to Chakti (2022:31), brand image is the perception intentionally shaped by a company to resonate with consumers through consistent visuals, messages, and experiences across various digital channels. (Imawan, 2019)

Baldovino.co, as a local fashion brand, leverages digital power to build a modern, stylish, and accessible brand image. This is evident in the visual consistency of product presentation on social media, particularly TikTok. Dominant colors such as neutral tones, earth tones, and clean minimalist designs reinforce the impression that Baldovino targets the young adult market segment that prefers casual yet fashionable styles.

The communication style used in Baldovino.co's TikTok content tends to be relaxed and contemporary, aligning with the characteristics of its target audience, which includes teenagers and young adults. The content narratives often emphasize the comfort of the materials, the ease of mixing and matching, and suitability for various daily activities, thereby reinforcing the brand's positioning as a relevant and practical fashion brand.

Although there are no direct transactions on TikTok Shop, the TikTok account @baldovino.co includes a link to Shopee as the primary platform for purchasing products. This strategy demonstrates the integration between digital content and distribution channels that support the brand image-building process. On Shopee, Baldovino displays high-quality product photos, informative descriptions, and customer reviews that further reinforce the perception of professionalism and brand credibility.

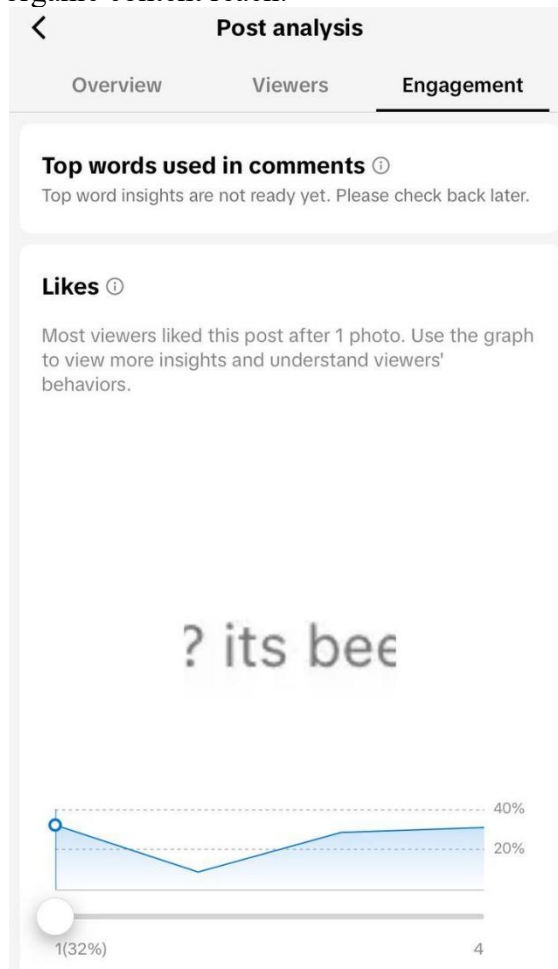
Thus, the branding image of baldovino.co in digital marketing is shaped through visual consistency, communication styles tailored to the audience, and reputation building through e-commerce platforms. All these elements work together to create a positive perception of the brand as a modern and trustworthy local fashion brand

### **Engagement and Interaction**

TikTok has played a very significant role in increasing brand awareness and building brand image by using the TikTok algorithm that supports the spread of viral content (Roisah et al., 2018). The @baldovino.co account has successfully introduced their products to a wider and more diverse audience. This allows the @baldovino.co account to reach its target market more effectively, given TikTok's large and segmented audience.

TikTok also plays a role in increasing engagement between brands and audiences. Based on the research results, the level of interaction in the @baldovino.co account's content with audiences who actively give feedback, share content, and comment. This high level of engagement creates a closer relationship between brands and consumers, as well as providing an opportunity for the @baldovino.co account to better understand the needs of their audience. The @baldovino.co account actively responds to user

comments with an interactive and entertaining communication style. This creates a more personalized interaction experience for the audience and increases brand loyalty. TikTok prioritizes content with high interaction rates. Therefore, the more comments received and responded to, the greater the likelihood of the video gaining broader reach through TikTok's algorithmic distribution (MM Hanifah, 2024). The use of appropriate keywords in captions, video descriptions, and hashtags makes it easier for audiences to find @baldovino.co's content through TikTok's search feature. In addition to keywords, the use of popular audio also plays a role in increasing engagement. Viral audio tends to appear more frequently on users' FYP, thereby increasing the potential for organic content reach.



Source : @baldovio.co's TikTok Account

Figure 3 : Screen Capture Post Analysis of @baldovino.co account (March 11, 2025)

Based on the analysis results, the category that can be further analyzed is Likes. This section explains that most viewers gave a like after seeing the first photo in the uploaded content. This is reinforced by the graph showing the distribution of likes on the content. Initially, the interaction rate in the form

of likes was at 32% in the first section, then decreased before gradually increasing to reach nearly 40% in the fourth section. This graph provides an overview of audience engagement patterns, indicating that viewer interest tends to be high at the beginning of the content, decreases in the middle, and increases again as the content progresses toward the end. Such patterns suggest the need to identify elements within the content that can consistently maintain audience attention from start to finish, ensuring that engagement remains stable or increases.



Source : @baldovino.co's TikTok Account

Figure 4 : Screen Capture TikTok Account @baldovino.co (June 12, 2025)

Baldovino.co actively responds to user comments with an interactive and entertaining communication style. This creates a more personal interaction experience for the audience and increases brand loyalty. TikTok prioritizes content with high interaction rates. Therefore, the more comments received and responded to, the greater the likelihood of the video gaining wider reach through TikTok's algorithm distribution.

The use of appropriate keywords in captions, video descriptions, and hashtags makes it easier for audiences to find Baldovino.co content through TikTok's search feature. In addition to keywords, the use of popular audio also plays a role in increasing engagement. Viral audio tends to appear more frequently on users' For You Page (FYP), thereby increasing the potential for organic content reach.

### Digital Optimization (SEO/SEM)

The keyword optimization strategy implemented by the @baldovino.co account is also in line with the concept of search engine optimization (SEO) in social media, where the use of appropriate keywords and hashtags can increase the visibility of content, as explained by Hootsuite in 2023, which states that the use of relevant keywords in digital content can increase the likelihood of that content appearing in user searches, thereby increasing the chances of interaction (Setiawati, 2023). The creative content strategy implemented by the @baldovino.co account demonstrates that variety

in content types plays a crucial role in maintaining audience engagement. Before-after content, outfit checks, and styling tips capture audience attention by providing inspiration, while unboxing and review content enhance consumer trust in the product. This shows that storytelling and visually appealing approaches can significantly increase customer engagement (Santoso et al., 2020).

The @baldovino.co account also leverages collaborations with renowned influencers and other local brands as part of their digital marketing strategy. Influencers have large and segmented audiences, enabling the @baldovino.co account to introduce products to a broader market. These collaborations not only expand the audience reach but also enhance the credibility and trust of the audience toward the @baldovino.co account's products. Collaborations with other local brands also have a positive impact in introducing the @baldovino.co account's products to audiences with similar interests. This allows the @baldovino.co account to build networks and introduce the brand to a broader audience. Overall, this collaboration strategy has proven to increase the visibility of the @baldovino.co account in the market and strengthen its positioning as a creative and innovative brand.

#### **Digital Data and Analytics**

Number of Views and Engagement Rate: These parameters are key indicators in assessing the effectiveness of content on TikTok. Engagement rate includes the number of likes, comments, and shares, which show the extent to which the audience interacts with published content. The higher the engagement rate, the more likely the content will gain wider exposure through the TikTok algorithm. Viewer retention data refers to the average viewing duration per video. TikTok prioritizes content that can sustain viewers' attention for longer periods. Therefore, videos with high retention rates are more likely to appear on the For You Page (FYP) and reach a broader audience (Ayu Nopitasari & Fatrianto Suyatno, 2023).

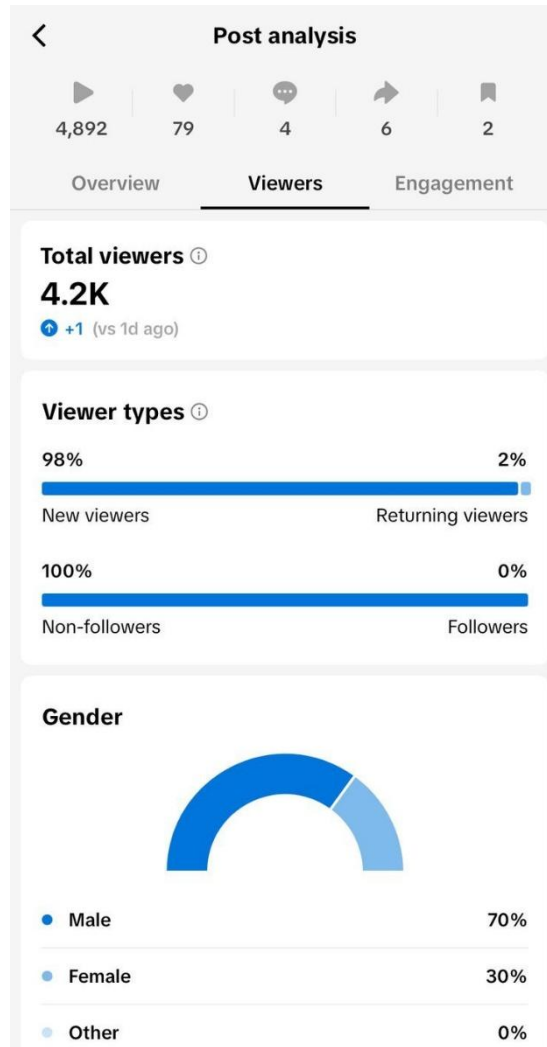


Source : @baldovino.co's TikTok Account  
Source 5 : Screen Capture Post Analysis of the @baldovino.co account  
(March 11, 2025)

In the Traffic Sources section, the data shows that the majority of audience traffic comes from the For You page, which is 94.9%. This indicates that the platform's algorithm plays a major role in distributing content to a wider audience, especially to users who were not previously followers of the account. The high percentage in the For You category also indicates that the content successfully bypassed the algorithm's filters, thereby gaining widespread exposure beyond the reach of direct followers.

Meanwhile, other traffic sources come from Personal Profile, accounting for 4.3%. This indicates that some viewers access the content directly through the account owner's profile. Other sources such as Other, Sound, and Search each only contribute 0.4%, 0.2%, and 0.2%. There is no traffic from the Following category, with a percentage of 0%. This data indicates that audiences who are followers of the account do not actively access or discover content through their follower feed. Overall, this shows that the strength of content distribution relies more on the For You page algorithm than on direct interaction from account followers. This highlights the significant potential for reaching new audiences, while also presenting

opportunities to develop more effective engagement strategies to convert viewers from the For You page into loyal followers.



Source : @baldovino.co's TikTok Account

Figure 6 : Screen Capture Post Analysis of @baldovino.co account (March 11, 2025)

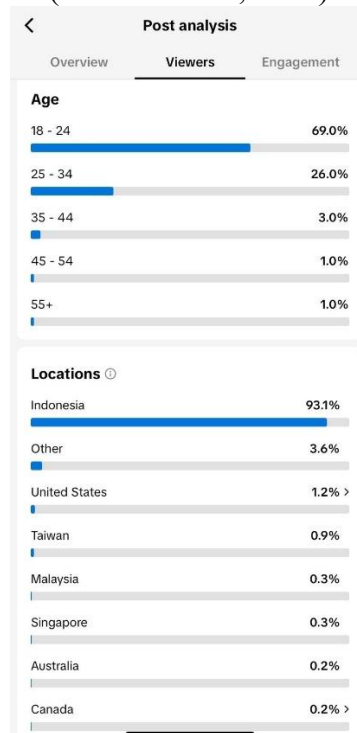
Based on the analysis data of the posts shown in the image, it can be seen that the total number of viewers of the uploaded content reached 4,200 viewers. This figure shows an increase in the number of viewers by one viewer compared to the previous day. This indicates that the uploaded content still has appeal even though the increase is relatively small.

Furthermore, in the viewer types category, it was found that the majority of viewers were new viewers with a percentage of 98%, while returning viewers only accounted for 2%. This percentage indicates that the uploaded content successfully attracted the attention of new audiences, but the viewer retention rate or repeat visit rate is relatively low. In addition, 100% of

the total viewers were non-followers, indicating that the content was accessed more by TikTok users who did not follow the @baldovino.co account. In terms of demographics, the data shows that the audience was dominated by male users, accounting for 70%, while female viewers accounted for 30%. There is no data on viewers from other gender categories. This proportion indicates that the audience for @baldovino.co's content in that post is more popular among male groups. This demographic information can be used to determine a more targeted approach in creating content that is relevant to the characteristics of the main audience.

### Target Audience Research

In order to improve the effectiveness of its marketing strategy on TikTok, the @baldovino.co account needs to thoroughly understand the characteristics of its target audience. Through demographic analysis, interests, and user interaction patterns, the company can tailor its content to be more relevant to market preferences. (Lindiani et al., 2024)



Source : @baldovino.co's TikTok Account

Figure 7 : Screen Capture Post Analysis of @baldovino.co account (March 11, 2025)

Based on data obtained from TikTok Analytics, audience demographics include age, gender, and geographic location. Information about the main age range of followers, such as whether the majority are in the 18-24 or 25-34 age group, is an important factor in determining the appropriate communication style. Additionally, gender proportions also influence marketing strategies, particularly in adapting content types and message

delivery. Another equally important factor is the geographical location of followers, enabling the @baldovino.co account to tailor local trends and market needs in specific regions.

Beyond demographic aspects, understanding audience interests and behavior also plays a role in determining effective content strategies. Analyzing the types of content most preferred by the audience, such as educational videos, entertainment, behind-the-scenes content, or product promotions, can serve as a key reference in designing engaging materials and increasing user interaction. Furthermore, knowing the active times of TikTok users who interact with the @baldovino.co account allows the company to upload content at optimal times to achieve higher engagement. Another factor to consider is the level of user engagement, including the number of likes, comments, shares, and viewing duration, which can serve as indicators of a content's success.

By deeply understanding the characteristics of its audience, the @baldovino.co account can implement more effective content customization strategies. The company can create content that better aligns with audience preferences, whether in terms of theme, delivery style, or video format. Additionally, optimizing interactions with followers through comment replies, challenges, and live sessions can also serve as strategies to boost engagement and build customer loyalty. Through regular research, the @baldovino.co account can continuously adjust its digital marketing approach to align more closely with evolving trends and preferences of the target market on the TikTok platform. As a result, efforts to build brand awareness and enhance interaction with the audience can be carried out more effectively and sustainably.

### **Proof of Sale**

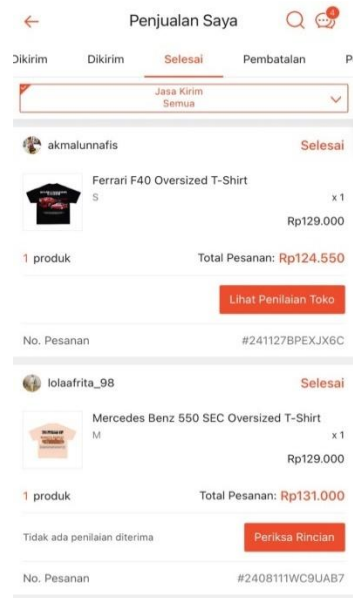
Although the TikTok account @baldovino.co has not directly recorded sales transactions through the TikTok Shop checkout feature, the marketing strategy used directs potential buyers to make transactions on the marketplace platform, namely Shopee. This can be seen from the link in the TikTok account bio that directs users to the official @baldovino.co store page on Shopee. Based on research, some products uploaded on Shopee have generated sales. This finding indicates that TikTok is not merely used as a transaction channel but as a visual promotional medium and traffic driver to the primary sales channel.

This strategy reflects an indirect selling approach on social media, focusing on increasing awareness and engagement before driving sales conversions on other platforms. This model aligns with the digital marketing funnel theory proposed by Chakti (2022:31), where the “interest” and ‘desire’ stages are built through visual content on social media, then directed toward the “action” or transaction stage on e-commerce platforms like Shopee.

The following is a screenshot of the sales page on the Shopee account @baldovino.co. This screenshot shows that products such as the “Mercedes

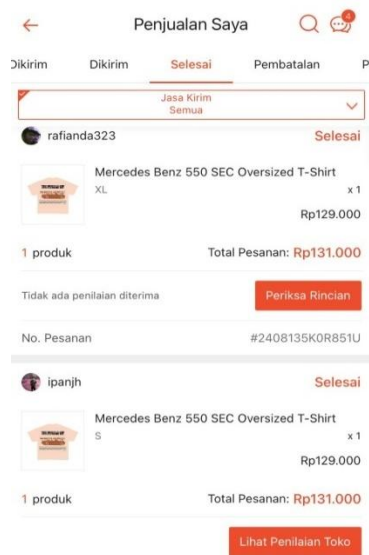
## Digital Marketing Strategy for Fashion Products on TikTok

“Benz 550 SEC Oversized T-Shirt” and “Ferrari F40 Oversized T-Shirt” have been successfully sold to several customers. This data supports the fact that although the TikTok account @baldovino.co has not recorded direct transactions, it has successfully directed potential buyers to the Shopee marketplace platform via links in the bio, resulting in actual sales or transactions on e-commerce platforms like Shopee.



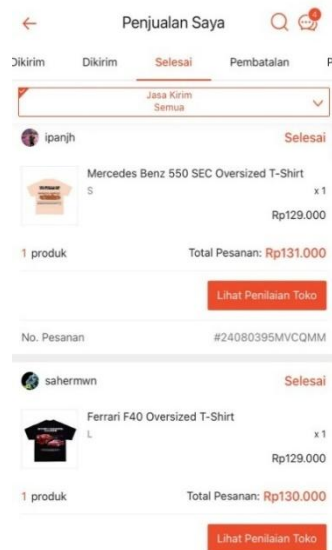
Source: @baldovino.co's Shopee Account

Figure 8 : Screen Capture Proof of Sale of @baldovino.co account (June 11, 2025)



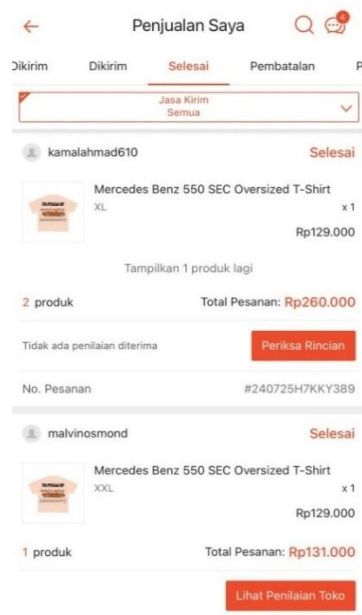
Source : @baldovino.co's Shopee Account

Figure 9 : Screen Capture Proof of Sale of account @baldovino.co (June 11, 2025)



Source : @baldovino.co's Shopee Account

Figure 10 : Screen Capture Proof of Sale of account @baldovino.co (June 11, 2025)



Source: @baldovino.co's Shopee Account

Figure 11 : Screen Capture Proof of Sale of @baldovino.co account (June 11, 2025)

## CONCLUSION

Based on the results of this study, it can be concluded that the digital marketing strategy implemented by the @baldovino.co account on TikTok has successfully increased engagement and brand awareness significantly. This success is supported by the use of TikTok's data analysis features, active interaction with the audience, keyword optimization, and the use of TikTok Ads. TikTok, as a short-form video-based social media platform, has great potential in helping brands increase customer engagement. With the right strategy, such as creating creative content, leveraging trends, and maintaining active interaction with the audience, brands can expand their market reach and increase customer loyalty. However, the challenge of maintaining consistency and innovation in content creation remains an important factor to consider. The intense competition on TikTok requires brands to continuously adapt to evolving trends to remain relevant in the eyes of their audience. Therefore, evaluation and optimization of digital marketing strategies must be conducted regularly to ensure effectiveness in achieving marketing objectives.

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