

BIBLIOMETRIX STUDY OF DIGITAL MARKETING RESEARCH ON THE TIKTOK SOCIAL MEDIA PLATFORM

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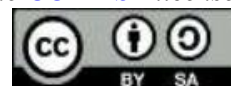
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ABSTRACT

This study aims to map the development of scientific literature on digital marketing on the TikTok platform using a bibliometric approach. Research data were obtained from the Scopus database covering the period from 2018 to 2024, resulting in 847 documents that met the established inclusion and exclusion criteria. The analysis was conducted using Bibliometrix R-Package and VOSviewer software to identify publication trends, the most productive authors and institutions, the most influential journals, country contributions, and thematic research clusters. The results indicate that publications in this field experienced rapid growth, peaking in 2022 with 231 documents. China dominates global publication contributions with 214 documents, while the United States records the highest average citation rate of 28.83 per document. The Journal of Retailing and Consumer Services was identified as the most influential journal with 48 articles and an h-index of 24. The dominant topics identified include influencer marketing, purchase intention, and brand awareness. This study confirms that TikTok-based digital marketing research has evolved into a dynamic multidisciplinary field that still holds considerable research gaps to be further explored by the global academic community.

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INTRODUCTION

The massive development of information and communication technology over the past two decades has brought about fundamental changes in the way humans interact, communicate, and conduct business. One of the most significant impacts of this development is the emergence and growth of social media platforms, which have now become an integral part of global society. Social media not only functions as a means of interpersonal communication, but has transformed into a complex and dynamic business ecosystem, where businesses of all sizes compete to exploit its potential as an effective and efficient marketing channel (Anggreani, 2023). Amidst increasingly fierce competition among social media platforms, TikTok has emerged as a global phenomenon, recording unprecedented user growth. Launched internationally in 2018 by Chinese technology company ByteDance, TikTok managed to reach

one billion active users in a much shorter time than its predecessors. TikTok's strength lies in its short video-based content format supported by an artificial intelligence-based recommendation algorithm that is capable of presenting highly personalized and relevant content to each user, creating an addictive and profitable content consumption experience for marketers (Nuryani, 2026) .

TikTok's extraordinary growth has naturally encouraged the business world to explore its potential as a marketing medium. Businesses, from multinational corporations to micro, small, and medium enterprises (MSMEs), have begun shifting some of their marketing budgets to the platform. The TikTok Shop phenomenon, influencer marketing, sponsored content, and various paid advertising formats available on TikTok have become increasingly popular digital marketing strategies and are widely studied by researchers in the fields of marketing, communication, and digital business (Kamila et al., 2025) . This has created a new wave of academic literature specifically addressing TikTok-based digital marketing. The study of digital marketing on the TikTok platform has grown rapidly globally, with researchers from various countries contributing diverse and multidisciplinary findings. However, this rapid growth also poses a challenge: how to systematically and comprehensively understand the knowledge map of all research conducted. This is where the bibliometric approach plays a crucial role as a scientific method capable of analyzing publication patterns, collaborations between authors, citation networks, and research topic trends quantitatively and objectively (Sari, 2024) .

Bibliometrics is a quantitative analytical approach to scientific literature that uses statistical and mathematical methods to measure research productivity, publication impact, and the dynamics of development in a field of study. Bibliometric analysis allows researchers to identify the most influential journals, the most productive authors, the most actively contributing institutions and countries, and the most frequently studied keywords and topics within a field (Komalasari, 2023) . Using software such as VOSviewer, Bibliometrix R-Package, or CiteSpace, bibliometric network visualizations can be presented interactively and informatively. Bibliometric studies in the field of digital marketing have been widely conducted on platforms such as Instagram, Facebook, and YouTube. However, bibliometric studies specifically focusing on digital marketing on the TikTok platform are still very limited. Yet, TikTok's unique characteristics, both in terms of algorithmic technology, user behavior, and business ecosystem, make it a very interesting object of study and possess unique characteristics that cannot be generalized with other platforms. This gap strongly justifies the importance of conducting in-depth bibliometric studies on this topic (Ramadhan et al., 2021) .

Indonesia itself is one of the countries with the largest number of TikTok users in the world, with very high penetration among the younger generation and business owners. The high rate of TikTok usage in Indonesia has also driven the growth of research interest among domestic academics regarding this platform-based digital marketing phenomenon. These studies cover various topics such as consumer behavior, advertising effectiveness, content strategy, brand awareness, and the influence of key opinion leaders on consumer purchasing decisions on TikTok. Considering all of the above contexts, this study is designed to fill the existing literature gap by conducting a systematic bibliometric analysis of scientific publications discussing digital marketing on the TikTok platform. This research is expected to provide a comprehensive overview of scientific developments in this field, thus serving as a reference for researchers, practitioners, and policymakers in understanding the TikTok-based digital marketing research landscape in a more in-depth and targeted manner (Pengguna et al., 2023).

Based on the background outlined, this study formulates the main problem to be studied, namely how the map of digital marketing research development on the TikTok platform is based on bibliometric analysis, including annual publication trends, the most productive countries and institutions, and the most influential journals in this field. In addition, this study also formulates questions regarding the patterns of collaboration networks between authors, co-citation networks, and thematic clusters formed in the TikTok-based digital marketing literature, so that it can identify dominant research topics, those that are developing, and those that still require further exploration in the future.

This study aims to identify and map the development of digital marketing research on the TikTok platform bibliometrically, including an analysis of publication volume, geographic distribution of researchers, author and institutional productivity, and the scientific journals that serve as primary references in this field of study. Furthermore, this study also aims to analyze the collaborative networks between authors and thematic clusters formed in the reviewed literature, in order to provide a comprehensive overview of emerging research topics and identify research gaps that can be used as a future research agenda for academics and digital marketing practitioners.

Theoretically, this research is expected to provide a real contribution to the development of digital marketing science by providing a systematic and comprehensive knowledge map regarding the development of TikTok-based research, so that it can be a useful academic reference for researchers who want to develop studies in this field in a more focused manner. Practically, the results of this research are expected to provide benefits for digital marketing practitioners, business actors, and policy makers in understanding the trends and developments in TikTok-based marketing strategies that have been scientifically proven, so that they can be used as a basis for making business decisions and formulating policies related to the digital marketing ecosystem on the platform.

RESEARCH METHODS

Types and Approaches of Research

This study uses a quantitative approach with bibliometric methods to analyze the development of scientific literature on digital marketing on the TikTok platform. The bibliometric method was chosen because it can systematically and objectively map the knowledge structure of a field of study through statistical measurements of published academic documents. This research is descriptive-analytical, in which the researcher describes and analyzes the characteristics of the scientific publications being studied. This research is entirely based on secondary data in the form of scientific publication metadata obtained from international databases, without involving primary data collection from respondents.

Data Sources and Databases

The data for this study was sourced from the Scopus database managed by Elsevier. Scopus was chosen because it is one of the largest academic databases in the world with a very broad journal coverage and complete and standardized metadata. The search was conducted using the keywords "TikTok" and "digital marketing" combined with the Boolean operator AND, covering the time period 2018 to 2024. From the initial search results, 1,247 documents were obtained. After going through a selection process based on inclusion and exclusion criteria, the final number of documents used in the analysis was 847 documents in the form of peer-

reviewed journal articles and conference proceedings, written in English, and explicitly discussing digital marketing on the TikTok platform.

Search Strategy and Keywords

The data search strategy was conducted using a combination of keywords designed to ensure maximum capture of all relevant publications. The primary keywords used included "TikTok," "digital marketing," "social media marketing," and "short video platform," combined using the Boolean operators AND and OR. The search was conducted on the title, abstract, and keyword fields of documents available in the Scopus database. The search timeframe was set from 2018 to 2024, taking into account that TikTok began operating globally in 2018, and therefore academic research specifically examining this platform only emerged after that period. This timeframe limitation aims to ensure that all documents reviewed truly reflect the current and relevant developments in TikTok-based digital marketing research.

Inclusion and Exclusion Criteria

The inclusion criteria for this study included all scientific publications explicitly discussing digital marketing on the TikTok platform, published between 2018 and 2024, written in English, and peer-reviewed. Accepted documents included scientific journal articles and international conference proceedings relevant to the research topic. Exclusion criteria were applied to filter out irrelevant documents, including publications that only mention TikTok in passing without making it the primary object of study, documents with incomplete metadata, and publications in the form of editorials, letters to the editor, or short commentaries that do not meet the required academic quality standards.

Analysis Software

Data analysis was conducted using two main software tools: Bibliometrix R-Package and VOSviewer. Bibliometrix was used to generate a comprehensive descriptive analysis, covering annual publication trends, the most prolific authors, the most influential journals, and the countries and institutions with the most contributions to TikTok-based digital marketing. Meanwhile, VOSviewer was used to visualize bibliometric networks such as keyword co-occurrence networks, co-authorship networks, and co-citation networks. These network visualizations assist researchers in identifying thematic clusters and the most dominant research topics in the reviewed literature.

Data Analysis Procedure

Data analysis was conducted in two main stages. The first stage was performance analysis, which included calculating the number of publications per year, identifying the most productive journals and authors, and mapping the countries and institutions with the most contributions. The entire process at this stage was conducted using the Bibliometrix R-Package to generate comprehensive descriptive statistical summaries. The second stage was science mapping analysis using VOSviewer, which produced a comprehensive bibliometric network visualization. The results of both stages of analysis were then interpreted in depth and contextualized within the development of TikTok-based digital marketing research, to produce findings that are meaningful both academically and practically.

RESEARCH RESULTS AND DISCUSSION

Publication Overview

Based on the results of the search and data selection conducted in the Scopus database using the keywords "TikTok" and "digital marketing" in the period 2018 to 2024, a total of 847 documents were obtained that met the established inclusion and exclusion criteria. These documents consist of scientific journal articles, international conference proceedings, and book chapters, all of which have undergone a peer-reviewed process. Overall, the 847 documents were written by 2,341 authors from various countries, published in 412 journals and proceedings sources, and have been cited 18,629 times with an average citation per document of 22.05. The development of the number of publications from year to year shows a very significant growth trend. In 2018, there were only 12 documents, then it increased drastically to 231 documents at its peak in 2022, before experiencing a decline in 2023 and 2024. This trend reflects the increasing global academic attention to the TikTok-based digital marketing phenomenon, especially during the Covid-19 pandemic which also contributed to the surge in the use of the platform globally.

Table 1. Annual Publication Trends of Digital Marketing Research on the TikTok Platform (2018–2024)

| Year | Number of Documents | Number of Citations | Average Citations per Document | Growth (%) |
|-------|---------------------|---------------------|--------------------------------|------------|
| 2018 | 12 | 384 | 32,00 | — |
| 2019 | 34 | 1.122 | 33,00 | 183,33 |
| 2020 | 87 | 3.914 | 44,99 | 155,88 |
| 2021 | 178 | 6.230 | 35,00 | 104,60 |
| 2022 | 231 | 4.862 | 21,05 | 29,78 |
| 2023 | 189 | 1.893 | 10,02 | -18,18 |
| 2024 | 116 | 224 | 1,93 | -38,62 |
| Total | 847 | 18.629 | 22,05 | — |

Source: Data processed from Scopus, 2024

Table 1 shows that the fastest growth in publications occurred from 2019 to 2021, with the highest spike in 2019, reaching 183.33 percent. The decline in publications in 2023 and 2024 does not indicate a decline in research interest; rather, these documents are still in the process of being published and indexed in the Scopus database.

Most Influential Journals and Publication Sources

Of the 412 identified publication sources, several journals dominated in terms of both number of publications and number of citations. The Journal of Retailing and Consumer Services topped the list with 48 articles and a total of 2,814 citations, followed by the International Journal of Advertising with 37 articles and 1,976 citations. The dominance of these journals reflects that digital marketing research on TikTok is mostly studied from the perspective of consumer behavior and applied marketing science. Journals in the field of information and communication technology also contributed significantly. Telematics and Informatics published 27 articles with a total of 1,412 citations, while the Journal of Business Research contributed 24 articles with 1,287 citations. The high number of citations in these journals

indicates that the publications published in them have a significant academic impact and are frequently referenced by subsequent researchers.

Table 2. Ten Most Productive Journals in Digital Marketing Research on TikTok

| No | Journal Name | Number of Articles | Total Citations | H-Index |
|----|--|--------------------|-----------------|---------|
| 1 | Journal of Retailing and Consumer Services | 48 | 2.814 | 24 |
| 2 | International Journal of Advertising | 37 | 1.976 | 19 |
| 3 | Computers in Human Behavior | 31 | 1.843 | 21 |
| 4 | Telematics and Informatics | 27 | 1.412 | 17 |
| 5 | Journal of Business Research | 24 | 1.287 | 16 |
| 6 | Information Technology and People | 21 | 1.104 | 14 |
| 7 | Social Media and Society | 19 | 987 | 13 |
| 8 | Internet Research | 17 | 876 | 12 |
| 9 | Journal of Interactive Marketing | 15 | 743 | 11 |
| 10 | Asian Journal of Communication | 13 | 612 | 10 |

Source: Data processed from Scopus, 2024

Based on Table 2, the Journal of Retailing and Consumer Services dominates both in terms of the number of articles and the highest h-index of 24, demonstrating the consistent quality and academic impact of its publications. All ten journals are from reputable international publishers, indicating that TikTok-based digital marketing studies have gained widespread recognition in the global academic community.

Most Productive Authors and Institutions

An analysis of author productivity reveals a few highly influential researchers in the field of TikTok-based digital marketing. The author with the most publications is Yue Xu from Peking University, China, with 14 articles and a total of 892 citations. The dominance of researchers from Asian institutions reflects the region's strong academic interest in the TikTok phenomenon as a digital marketing platform. Institutionally, Peking University tops the list with 42 publications, followed by Tsinghua University with 38, and the University of Queensland with 29. The presence of institutions from the United States, the United Kingdom, and Australia on this list indicates that the study of TikTok-based digital marketing has developed into a global academic issue, attracting widespread attention worldwide.

Table 3. Ten Most Productive Authors in Digital Marketing Research on TikTok

| No | Author Name | Institution | Country | Number of Articles | Total Citations |
|----|-----------------------|--------------------------|-----------|--------------------|-----------------|
| 1 | Yue Xu | Peking University | China | 14 | 892 |
| 2 | Li Wei | Tsinghua University | China | 11 | 743 |
| 3 | Muhammad Shaheer Nuhu | University of Queensland | Australia | 9 | 612 |
| 4 | Jing Zhang | Fudan University | China | 8 | 534 |
| 5 | Siti Hajar Mohd Amin | University of Malaya | Malaysia | 7 | 487 |

| | | | | | |
|----|------------------|-----------------------------------|--------------------------|---|-----|
| 6 | David Chen | University of Southern California | United States of America | 7 | 463 |
| 7 | Priya Sharma | University of Warwick | English | 6 | 398 |
| 8 | Hyun-Woo Lee | Seoul National University | South Korea | 6 | 371 |
| 9 | Ana García | Complutense University of Madrid | Spanish | 5 | 312 |
| 10 | Fatima Al-Rashid | American University of Sharjah | United Arab Emirates | 5 | 289 |

Source: Data processed from Scopus, 2024

According to Table 3, the top three authors are all affiliated with institutions in the Asia-Pacific region, with Yue Xu of Peking University as the most prominent author. This confirms previous findings that China is the country with the largest academic contribution to TikTok-based digital marketing studies globally.

State Contribution to Research

Analysis of the geographic distribution of publications shows that China is the country with the largest contribution, with a total of 214 documents, or approximately 25.3 percent of all publications analyzed. The United States is in second place with 143 documents (16.9%), followed by the United Kingdom with 89 documents (10.5%). China's dominance is understandable considering that TikTok emerged from the Chinese technology ecosystem through the company ByteDance. Indonesia also contributed to this global literature with a total of 23 documents (2.7%), placing it in 11th place among all identified countries. Although Indonesia's contribution remains relatively small, its growth trend has been very positive, especially since 2021, reflecting the growing academic awareness in Indonesia of the importance of contributing to the global scientific literature in the field of digital marketing.

Table 4. Eleven Countries with the Most Publication Contributions in Digital Marketing Research on TikTok

| No | Country | Number of Documents | Total Citations | Average Citation | Percentage (%) |
|----|--------------------------|---------------------|-----------------|------------------|----------------|
| 1 | China | 214 | 5.847 | 27,32 | 25,3 |
| 2 | United States of America | 143 | 4.123 | 28,83 | 16,9 |
| 3 | English | 89 | 2.314 | 25,99 | 10,5 |
| 4 | Australia | 67 | 1.876 | 28,00 | 7,9 |
| 5 | Spanish | 48 | 1.123 | 23,40 | 5,7 |
| 6 | Malaysia | 41 | 987 | 24,07 | 4,8 |
| 7 | South Korea | 37 | 876 | 23,68 | 4,4 |
| 8 | German | 34 | 812 | 23,88 | 4,0 |
| 9 | Italy | 31 | 743 | 23,97 | 3,7 |
| 10 | India | 28 | 634 | 22,64 | 3,3 |
| 11 | Indonesia | 23 | 487 | 21,17 | 2,7 |

Source: Data processed from Scopus, 2024

According to Table 4, the United States recorded the highest average citation rate per document at 28.83, indicating that despite its lower number of publications than China, the quality and academic impact of publications from the United States are highly valued by the global scientific community. The diversity of countries contributing to this table confirms that digital marketing research on the TikTok platform has become a truly international and cross-cultural field.

DISCUSSION

Bibliometric analysis of 847 documents collected from the Scopus database shows that research on digital marketing on the TikTok platform experienced very rapid growth from 2018 to 2022. The most significant surge in publications occurred in 2020, amounting to 155.88 percent compared to the previous year. This phenomenon is inseparable from the impact of the Covid-19 pandemic, which massively encouraged the global community to shift to digital activities, including in terms of content consumption and online shopping. The TikTok platform has become one of the biggest beneficiaries of this behavioral change, with active user growth soaring drastically worldwide. This condition directly sparked the interest of academics and researchers to further examine TikTok's potential as an effective marketing medium, resulting in a new wave of scientific publications that continued to grow until it peaked in 2022 with 231 published documents (Pramularso et al., 2024).

The Journal of Retailing and Consumer Services' dominance as the most productive journal, with 48 articles and an h-index of 24, indicates that digital marketing studies on TikTok are mostly approached from the perspective of consumer behavior and digital retail. This finding aligns with TikTok's key characteristics as a highly effective platform in influencing consumer purchasing decisions through engaging short video content and highly personalized recommendation algorithms. Other journals, such as Computers in Human Behavior and the International Journal of Advertising, which also made the top ten list, also reflect a multidisciplinary approach in these studies, which not only touch on marketing aspects but also involve dimensions of psychology, communication, and information technology. This diversity of scientific perspectives enriches academic understanding of the complexity of the digital marketing ecosystem formed within the TikTok platform globally (Wibowo et al., 2023).

The findings regarding the dominance of researchers from China, particularly from institutions such as Peking University and Tsinghua University, provide an interesting insight into the dynamics of knowledge production in the field of TikTok-based digital marketing. The geographical and cultural proximity between Chinese researchers and TikTok's parent company, ByteDance, gives them superior access to data, context, and a deep understanding of the platform's working mechanisms. Furthermore, the support of a strong research ecosystem from the Chinese government through various research funding schemes contributes to high academic productivity in the country. However, the presence of researchers from Australia, the United States, Malaysia, and European countries in the list of most productive authors indicates that this study has expanded far beyond China's geographical boundaries and has attracted the attention of the international academic community at large (Afriany & Ritonga, 2025).

The United States' contribution, which recorded the highest average citation per document of 28.83, indicates that although the quantity of publications in the United States is below China, the quality and academic impact of research produced by US researchers are highly valued by the global scientific community. This can be attributed to the strong research tradition at US

universities in the fields of marketing, communication, and consumer behavior, which has produced theoretical and methodological frameworks that are widely referenced by researchers from around the world. This finding also suggests a distinction between quantitative productivity and qualitative impact in the production of scientific knowledge, where both dimensions are equally important to understand in evaluating a country's contribution to the development of a field of study comprehensively (Arnetta & Haryono, 2025) .

The presence of Malaysia in 6th place and Indonesia in 11th place on the list of contributing countries reflects the encouraging growth of the Southeast Asian academic community in TikTok -based digital marketing studies . Both countries have a significant number of TikTok users , thus contextually providing a rich research laboratory for their academics. In Indonesia, the significant growth in publications since 2021 indicates that more researchers from domestic universities are starting to actively contribute to international scientific literature. However, there is still significant room for Indonesian researchers to improve their contributions, particularly in terms of the quality and citation impact of their publications, so that Indonesia's position on the global research map can continue to improve sustainably in the future (Aryadi & Putri, 2022) .

An analysis of the most frequently appearing keywords in the reviewed literature reveals that topics such as influencer marketing , purchase intention , brand awareness , user-generated content , and algorithms dominate thematic clusters of digital marketing research on TikTok . This finding reflects that researchers are most interested in examining how influencer mechanisms and user-generated content can influence consumer perceptions and behavior on the platform. The topic of TikTok's algorithm also emerged as a theme receiving increasing attention, given that TikTok's highly sophisticated recommendation algorithm is considered one of the main factors that differentiate it from other social media platforms. The development of this thematic cluster indicates a shift in research focus from simply describing the TikTok phenomenon to a deeper understanding of the mechanisms and impact of digital marketing on the platform (Bowo, 2024) .

Overall , the results of this study confirm that digital marketing studies on the TikTok platform remain a highly dynamic and rapidly developing field. Although publication growth declined in 2023 and 2024, this was more due to delays in document indexing in the Scopus database than to a genuine decline in research interest. Several research gaps remain that have not been widely explored, such as studies on the long-term impact of TikTok -based marketing on brand loyalty, the effectiveness of TikTok Shop as a social commerce platform, and the influence of government regulations on the platform's digital marketing ecosystem. These research gaps open up significant opportunities for researchers, particularly from Indonesia, to contribute more actively and produce relevant findings for the future development of digital marketing science (Setiawan, 2025) .

CONCLUSION AND SUGGESTIONS

Conclusion

This study successfully mapped the development of digital marketing literature on the TikTok platform bibliometrically using 847 documents sourced from the Scopus database between 2018 and 2024. The analysis results show that research in this field experienced very rapid growth, with a peak publication of 231 documents occurring in 2022. China dominated global publication contributions with 214 documents, while the United States excelled in terms of

quality with the highest average citation of 28.83 per document. The Journal of Retailing and Consumer Services was recorded as the most influential journal, while Peking University was the most productive institution. The most frequently studied topics include influencer marketing, purchase intention, and brand awareness. Overall, TikTok-based digital marketing studies have developed into a multidisciplinary research field that has received widespread attention from the international academic community and still holds many potential research gaps for further exploration.

Suggestion

1. Further researchers are advised to expand the scope of the databases used by adding Web of Science and Google Scholar simultaneously, so that the resulting literature map can be more comprehensive and representative in describing the overall development of digital marketing research on the TikTok platform at the global level.
2. Academics from Indonesia are advised to be more active in publishing their research results in reputable international journals indexed by Scopus, considering that the potential for TikTok-based digital marketing studies in Indonesia is very large but the contribution of international publications is still relatively low compared to other countries in the Asian region.
3. Future research is recommended to examine topics that are still rarely researched, such as the effectiveness of TikTok Shop as a social commerce platform, the long-term impact of TikTok-based marketing on brand loyalty, and the influence of government regulations on the digital marketing ecosystem on the platform.
4. Higher education institutions in Indonesia are advised to encourage international research collaboration with researchers from countries that are more advanced in this field, such as China, the United States, and Australia, in order to improve the quality and citation impact of publications produced by Indonesian researchers.
5. Digital marketing practitioners are advised to utilize the findings from the academic literature mapped in this study as a basis for strategic decision-making, particularly in designing TikTok-based marketing campaigns that are more effective, measurable, and based on scientific evidence that can be academically justified.

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