



Persuasive Communication Of The Tiktok Account @byrafikawu In Attracting Consumers)

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Abstract.

The rapid development of information and communication technology has transformed the way individuals interact, especially through social media platforms like TikTok. This study aims to explore the persuasive communication strategies employed by the TikTok account @byrafikawu in attracting consumers. Utilizing the Elaboration Likelihood Model (ELM) as a theoretical framework, this research investigates how both central and peripheral routes of persuasion are utilized in the content and live streaming activities of the account. The study adopts a qualitative approach with data collected through observation, in-depth interviews, and documentation. Findings reveal that the central route is demonstrated through detailed product descriptions, clear and rational messaging, and consumer education regarding product quality, benefits, and usage. Meanwhile, the peripheral route involves the use of aesthetic visual elements, influencer endorsements, humor, engaging storytelling (soft selling), and interactive features such as live streaming. These elements serve to evoke emotional connections and enhance consumer trust, especially among users who process messages less critically. The account owner also applies SEO strategies to increase discoverability and ensures message clarity by tailoring communication styles to the target audience. The persuasive communication observed in @byrafikawu not only influences purchase decisions but also contributes to long-term customer engagement and loyalty. This study contributes to the growing literature on digital marketing communication by highlighting the importance of integrated persuasive strategies on social media platforms, particularly TikTok, in influencing consumer behavior in the e-commerce context.

Keywords: *Persuasive Communication, Tiktok, Online Shopping, Consumer Behavior.*

INTRODUCTION

The evolution of information and communication technology in the digital era has significantly reshaped the landscape of consumer behavior and marketing communication. Social media platforms, particularly TikTok, have become central to how individuals interact, engage with content, and make purchasing decisions. With over 1.39 billion monthly active users globally as of early 2022 (Muhamad, 2024), TikTok has transformed from a mere entertainment platform to a powerful digital marketplace. This transition is especially pronounced in Southeast Asia, where TikTok has rapidly expanded its e-commerce features, such as TikTok Shop, allowing real-time sales through live streaming and interactive video content.

In Indonesia, TikTok has emerged as the most downloaded application with 67.4 million downloads in 2023 alone, surpassing platforms like CapCut, Facebook, and Instagram (DataIndonesia.id, 2023). This surge in popularity is driven by the platform's ability to seamlessly blend entertainment with commerce, creating an engaging user experience that

encourages both content consumption and purchasing behavior. The integration of shopping features into TikTok's user interface has enabled small businesses and individual sellers to reach a broader audience with minimal cost and high interactivity.

One such example is the TikTok account @byrafikawu, which specializes in selling premium dresses and cosmetics. The account leverages a combination of aesthetically pleasing content, humorous storytelling, and consistent live-streaming to engage followers and convert them into loyal customers. This case highlights the growing relevance of persuasive communication strategies in the digital marketing sphere, where traditional advertising methods are being replaced by more dynamic and personalized approaches.

Persuasive communication, derived from the Latin word *persuasio*, implies the act of convincing or influencing others through emotional and intellectual arguments. According to Bettinghaus and Cody (1994), persuasive communication is a deliberate attempt to influence others' attitudes or behaviors through messages delivered via verbal or non-verbal channels. Larson (2013) further emphasizes that persuasion involves mutual understanding, transparency of intent, and audience consideration. These definitions underscore the strategic nature of persuasive communication, particularly in digital settings where messages are often short, visually driven, and aimed at specific target groups.

In the context of TikTok, persuasive communication is manifested through the dual-route model proposed in the Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986). The central route involves the audience's careful and thoughtful evaluation of the content's arguments, while the peripheral route relies on cues such as the credibility of the speaker, attractiveness of the visuals, or emotional appeal. Both routes are relevant in digital marketing, especially when consumers vary in their motivation and ability to process information (Perloff, 2021).

The case of @byrafikawu exemplifies the use of both routes. Central route strategies are reflected in clear and detailed explanations of product benefits, features, and quality, often delivered during live streams or product review videos. Peripheral cues include visually appealing aesthetics, engaging background music, use of popular influencers, and the emotional tone of the presentation. These elements work together to persuade potential customers, regardless of their cognitive involvement in the purchasing process.

Previous studies have examined persuasive communication in various online contexts. Mirawati (2021) explored how persuasive strategies function in e-commerce platforms, emphasizing the role of message clarity and emotional appeal in building consumer trust. Tania and Laksono (2022) analyzed Instagram content by beauty brand Somethinc and found that the use of both central and peripheral persuasion routes was effective in shaping consumer attitudes. However, few studies have focused specifically on TikTok, a platform with distinct algorithmic structures, content formats, and user behavior patterns. This study aims to fill that gap by analyzing how @byrafikawu applies persuasive communication strategies to attract and retain consumers.

In addition to theoretical significance, this research has practical implications. As small and medium-sized enterprises increasingly turn to TikTok as a marketing channel, understanding the mechanisms of persuasion on this platform becomes crucial. The findings of this study can inform content creators, digital marketers, and entrepreneurs on how to craft messages that resonate with their audience and drive consumer actions. Moreover, it highlights the importance of balancing informative content with engaging presentation styles to capture attention in a competitive digital environment.

From a methodological perspective, this research employs a qualitative approach, combining observation, in-depth interviews, and documentation analysis to capture the nuances of persuasive strategies used in real-life settings. The focus is on how the content creators manage verbal and non-verbal elements, how they respond to consumer feedback in real time,

and how they align their content with consumer preferences. Such insights contribute to a deeper understanding of digital persuasion as a communicative act embedded in specific social and technological contexts.

The central research question guiding this study is: *How does the TikTok account @byrafikawu utilize persuasive communication strategies to attract consumers?* This question is grounded in the theoretical framework of the Elaboration Likelihood Model and aims to uncover the communicative tactics that facilitate consumer engagement and decision-making. The study also seeks to identify the extent to which these strategies align with consumer expectations and how they impact brand perception and loyalty.

The significance of this research lies in its ability to contextualize persuasive communication within the rapidly evolving landscape of social commerce. As platforms like TikTok continue to blur the lines between content and commerce, the need for effective communication becomes more pressing. Brands are no longer just selling products—they are telling stories, building relationships, and cultivating communities. Understanding the role of persuasion in this dynamic is essential for navigating the future of digital marketing.

In conclusion, this introduction establishes the rationale, objectives, and theoretical foundation for investigating persuasive communication strategies on TikTok, using @byrafikawu as a case study. It situates the research within the broader discourse on digital marketing, consumer psychology, and media communication, while also emphasizing its relevance to contemporary business practices. By exploring the interplay between content creation, audience engagement, and persuasive messaging, this study aims to offer valuable insights for both academic and practical applications.

LITERATURE REVIEW

The study of persuasive communication within digital environments has expanded significantly in recent years, as social media platforms have become key spaces for marketing, branding, and consumer engagement. This section presents relevant theoretical and empirical literature that underpins the research, focusing on four main areas: (1) persuasive communication, (2) the Elaboration Likelihood Model (ELM), (3) social media and TikTok as persuasive platforms, and (4) consumer behavior in online contexts.

Persuasive Communication

Persuasive communication is the strategic use of messages to influence others' beliefs, attitudes, intentions, or behaviors. Bettinghaus and Cody (1994) define persuasive communication as "a conscious attempt to influence the thoughts or actions of others through message transmission." It involves both verbal and non-verbal channels, and its success depends on the communicator's credibility, the clarity of the message, the emotional or logical appeal, and the relevance of the content to the audience.

Larson (2013) highlights that effective persuasion includes transparency of intention and ethical engagement with the audience. In digital marketing, this concept is particularly important as consumers are exposed to a high volume of persuasive messages daily. The balance between emotional appeal and factual information becomes central in retaining consumer trust.

Elaboration Likelihood Model (ELM)

Developed by Petty and Cacioppo (1986), the Elaboration Likelihood Model proposes two distinct routes through which persuasion occurs: the central route and the peripheral route. The central route involves thoughtful consideration of the message content, usually when the audience is motivated and able to process information. It results in longer-lasting attitude changes. On the other hand, the peripheral route relies on external cues such as the

attractiveness of the speaker, tone, or aesthetic presentation. This route is typically activated when the audience has low motivation or limited ability to process detailed content (Perloff, 2021).

In the context of TikTok, both routes are often employed simultaneously. Influencers or sellers may use clear explanations (central) while also integrating music, visuals, and humor (peripheral) to engage their audience.

Social Media and TikTok as Persuasive Platforms

Social media platforms have reshaped the dynamics of interpersonal and mass communication. TikTok, in particular, allows users to produce and consume short-form video content that is easily shareable and algorithmically tailored. This structure fosters rapid message dissemination and real-time interaction between content creators and audiences (Kaye, 2022).

Several studies have explored persuasive communication in social media contexts. For example, Tania and Laksono (2022) examined Instagram strategies and found that persuasive success depends on integrating central and peripheral routes in a balanced manner. Similarly, Mirawati (2021) analyzed the application of persuasion theory in e-commerce and emphasized the role of emotionally resonant messaging and visual appeal in driving consumer behavior. However, few studies specifically focus on TikTok, despite its unique blend of entertainment and commerce.

Consumer Behavior in Online Settings

Digital environments have transformed traditional consumer behavior patterns. In social commerce, users not only consume information but also interact with brands and creators in real time. Factors such as trust, perceived authenticity, and community engagement play vital roles in shaping buying decisions (Lim et al., 2020).

Consumers on platforms like TikTok are particularly influenced by visual storytelling, peer reviews, influencer credibility, and the perceived entertainment value of the content (Lee & Kim, 2021). Live streaming features also provide a sense of immediacy and interactivity that enhances consumer involvement and purchase intentions.

METHODS

This research employed a qualitative descriptive method to explore the persuasive communication strategies utilized by the TikTok account @byrafikawu in attracting consumers. A qualitative approach was chosen because it enables researchers to understand social phenomena in-depth, particularly those related to human interaction, meaning-making, and communication behavior within a natural context (Creswell, 2014). The theoretical framework guiding this research was the Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo (1986), which distinguishes between two routes of persuasion: central and peripheral. These two routes were used to categorize and analyze the persuasive techniques found within the account's content.

Data collection in this study was conducted through three techniques: observation, in-depth interviews, and documentation. The observation process involved non-participant monitoring of @byrafikawu's TikTok content—both pre-recorded videos and live streaming sessions—over a four-week period. The researcher focused on elements such as message clarity, delivery style, aesthetic presentation, viewer interaction, and the use of persuasive cues. In-depth interviews were conducted with three informants: Rafika Wulansari, the account owner; Yunita Dwi Wulandari, who served as the account's administrator and host; and Anggi, a loyal customer who frequently purchased products from the account. These interviews, conducted both online and in person, were semi-structured to allow for open discussion while still focusing

on key themes. Additionally, documentation was collected in the form of screenshots, product descriptions, user comments, SEO keywords used in captions, and engagement data such as likes, shares, and views.

The sampling technique used was purposive sampling, which allows researchers to select participants who are most knowledgeable and relevant to the research objectives (Patton, 2002). Each informant was selected based on their direct involvement with the TikTok account, either as content producers or as engaged consumers, thus ensuring that the data collected would provide meaningful insight into the persuasive communication process.

Data analysis followed the interactive model developed by Miles and Huberman (1994), which consists of three key components: data reduction, data display, and conclusion drawing. During data reduction, irrelevant or redundant information was filtered out to focus on relevant themes. The data were then displayed in thematic categories aligned with the ELM framework, highlighting instances of both central and peripheral persuasive strategies. Finally, conclusions were drawn by identifying patterns, interpreting meanings, and verifying the results through data triangulation.

To ensure the validity and trustworthiness of the findings, this study applied several verification techniques, including triangulation of data sources, member checking, and peer debriefing. Triangulation was conducted by comparing the results of observation, interview transcripts, and documentation. Member checking was performed by asking informants to review and confirm the accuracy of their transcribed statements. Peer debriefing involved discussions with academic supervisors to review the coding process and thematic analysis.

Ethical considerations were also taken seriously in this research. All participants were informed about the study's objectives and were asked to provide written consent before being interviewed. Personal identifiers were anonymized to protect participants' confidentiality. Participation was entirely voluntary, and interviewees were allowed to withdraw at any stage without consequence.

Through this qualitative design, the study aims to contribute to the understanding of how persuasive communication functions in the context of social media, particularly on TikTok, and to offer practical insights for digital marketers, content creators, and communication scholars.

RESULTS

This study aims to analyze the persuasive communication strategies applied by the TikTok account @byrafikawu using the Elaboration Likelihood Model (ELM), which distinguishes between two main routes of persuasion: the central route and the peripheral route. Through qualitative analysis involving observation, interviews, and documentation, several findings emerged that illustrate how these strategies are deployed to attract and influence consumers.

The first major finding concerns the use of the central route, which emphasizes the cognitive processing of messages through logical arguments and informative content. The account @byrafikawu frequently utilizes clear and structured verbal messages during both live streaming and pre-recorded video content. For instance, during live broadcasts, the host or owner consistently explains the specifications of the products being sold—such as dress material, stitching quality, skin compatibility of cosmetic products, and price comparisons. These explanations are delivered in a straightforward manner using simple language that is accessible to a wide range of viewers. As observed in one of the live streams, the host detailed the benefits of using a particular micellar water product, citing its salicylic acid content, suitability for sensitive skin, and effectiveness in removing dirt and makeup. This indicates an intentional effort to provide audiences with factual, evidence-based reasoning to support purchasing decisions.

Interview data further reinforce the importance of the central route. Rafika Wulansari, the owner of @byrafikawu, stated that presenting the product clearly and avoiding hard-selling

tactics is crucial. Instead, the account adopts a “story-selling” approach, whereby narratives about product origin, personal experience, and consumer reviews are integrated into the live dialogue. The goal is to build cognitive engagement and trust through transparency. Similarly, Yunita Wulandari, who acts as the host during live sessions, emphasized the need to avoid overly fast or formal language, suggesting that comprehension is prioritized over scripted messaging. These findings demonstrate a conscious application of central route persuasion strategies, wherein the message is crafted to appeal to the rationality and discernment of consumers.

Another strategy related to the central route is the use of search engine optimization (SEO) tactics in video captions and hashtags. Rafika mentioned that keywords such as “best seller,” “viral dress,” or “TikTok favorite” are intentionally chosen to match trending search queries. These keywords improve the content’s discoverability, which indirectly supports the persuasive intent by drawing in users who are actively seeking product information. This aspect reveals a strategic layer to the central route, in which information accessibility and searchability are embedded into the content creation process.

In parallel with the central route, the peripheral route of persuasion is also heavily utilized. This route appeals to emotions, aesthetics, and external cues rather than detailed reasoning. The visual presentation of @byrafikawu’s content is highly curated. Videos typically feature bright lighting, smooth camera transitions, background music, and color coordination that enhance the overall aesthetic appeal. During live streams, the host often wears the product being promoted (such as a featured dress) and interacts with viewers through casual greetings, compliments, or jokes. These elements create a warm and engaging atmosphere that encourages viewers to remain in the live session longer and ultimately make a purchase.

One particularly effective peripheral strategy is the use of influencer endorsements. In the early stages of content promotion, @byrafikawu collaborated with local TikTok influencers to boost credibility and widen reach. These influencers would showcase the products in a relatable context, such as daily wear or “get ready with me” (GRWM) videos. According to the interviews, several products went viral after being featured by influencers, which led to spikes in sales and new customer acquisition. This supports existing research that suggests source credibility and likability play a vital role in peripheral-route persuasion (Perloff, 2021).

Humor is another key feature observed in both live and recorded content. Many of the videos include light-hearted jokes, playful banter, or memes that align with current internet culture. This use of humor functions as a peripheral cue that reduces psychological resistance and creates a favorable impression of the brand. As noted by the consumer informant Anggi, she was initially drawn to the account not because of the product details but due to the entertaining style of the videos and the friendliness of the host. She later became a repeat customer after feeling emotionally connected to the content and seller.

Audience interaction also plays a crucial role in reinforcing persuasive intent. During live streaming, the host responds to questions and comments in real time, such as clarifying fabric measurements, confirming stock availability, or suggesting style matches. This interactivity not only serves to reduce uncertainty but also builds a sense of familiarity and personal connection. The comments section of the TikTok videos often includes testimonials from satisfied customers, emoji reactions, and follow-up questions, all of which enhance the impression of community and social proof.

Moreover, the combination of central and peripheral strategies appears to produce synergistic effects. Informational content (central route) is more impactful when presented in a visually engaging and emotionally appealing format (peripheral route). For example, when explaining the benefits of a skincare product, the host also demonstrates its use on camera while smiling, applying filters, and playing background music. This combination caters to both

rational and emotional processing, thereby increasing the likelihood of persuasion across different consumer types.

From a performance standpoint, the effectiveness of these strategies can be observed through the account's engagement metrics. According to Rafika, certain videos reached up to 27,600 views and product sales from a single live stream sometimes exceeded 1,000 units. Yunita added that their TikTok Shop has recorded over 15,000 sales, and many customers return after their first purchase. These metrics suggest a strong correlation between persuasive communication and consumer behavior outcomes.

In summary, the findings show that @byrafikawu employs a deliberate mix of central and peripheral route strategies to influence consumer decisions. The central route is characterized by clear product explanations, informative narratives, and SEO keyword optimization. Meanwhile, the peripheral route features attractive visuals, influencer collaborations, humor, and interactive live sessions. These strategies not only succeed in attracting new customers but also foster ongoing consumer loyalty. By aligning with the Elaboration Likelihood Model, the communication approach of @byrafikawu demonstrates that effective persuasion in the TikTok ecosystem requires both cognitive and emotional appeal, tailored to the unique characteristics of digital consumers.

DISCUSSION

The findings of this study demonstrate the strategic use of persuasive communication by the TikTok account @byrafikawu in influencing consumer behavior. By applying the Elaboration Likelihood Model (ELM), this research identifies how both central and peripheral routes of persuasion are utilized to engage audiences and drive purchasing decisions. The discussion below interprets the findings in light of the theoretical framework and prior studies, while also considering the broader implications for digital marketing practices.

The central route of persuasion, as defined by Petty and Cacioppo (1986), involves deliberate cognitive processing of messages, requiring consumers to evaluate content based on logic, evidence, and reasoning. In the case of @byrafikawu, the use of informative narratives—such as detailed explanations of product materials, benefits, and usage instructions—clearly aligns with this route. The owner's approach of story-selling and the host's effort to communicate in an understandable and friendly tone show a strong intent to build consumer trust through rational appeal. This supports previous research by Tania and Laksono (2022), who found that informative content on social media contributes significantly to consumer confidence, particularly when combined with relatable storytelling.

Furthermore, the use of SEO-optimized keywords and scheduled live sessions reinforces the central route by increasing message visibility and consistency. These findings align with Lim et al. (2020), who argue that in the digital age, structured and search-friendly content is essential for reaching targeted consumers and sustaining attention. The way @byrafikawu presents technical information about clothing and cosmetics also reflects the shift in consumer expectations—modern digital consumers demand not just visually appealing products, but also clear and credible information.

In contrast, the peripheral route focuses on the emotional and aesthetic components of communication. In @byrafikawu's content, elements such as background music, colorful lighting, humorous presentation, and attractive product demonstrations serve as peripheral cues that enhance the viewer's experience without requiring deep cognitive engagement. This is particularly effective for viewers who may not have high involvement in the decision-making process or who are scrolling casually through TikTok. The inclusion of influencer collaborations further strengthens the peripheral strategy by adding social proof and perceived credibility, two key variables known to influence low-involvement consumers (Perloff, 2021).

The coexistence of both persuasive routes indicates that @byrafikawu has developed a hybrid communication strategy. This dual application is crucial in digital platforms where audience characteristics vary widely—from active, information-seeking consumers to passive viewers engaging for entertainment. As Perloff (2021) suggests, successful persuasion often requires the combination of rational appeal and emotional resonance, particularly in cluttered digital spaces where users have limited attention spans.

An important contribution of this study is the evidence that persuasive strategies on TikTok extend beyond message content to include interactivity and community building. The ability of the host to respond to questions in real time, acknowledge viewers by name, and react to comments humanizes the digital shopping experience and fosters parasocial relationships. This aligns with findings by Lee and Kim (2021), who emphasize the role of interpersonal engagement in strengthening consumer-brand connections in livestream commerce.

Moreover, the consistent and friendly tone used by the host enhances the perception of authenticity, which is a growing concern in digital advertising. In an environment where users are increasingly skeptical of overt advertising, authenticity and relatability become crucial persuasive assets. As Mirawati (2021) notes, the integration of emotion, credibility, and narrative structure can shape consumer perceptions and reduce resistance to persuasion.

Another significant insight is the use of humor and entertainment as subtle persuasive tools. While not part of the product message per se, humor increases content virality, shares, and user retention. It also helps reduce cognitive resistance by lowering viewers' defenses, making them more open to the message. This supports the argument that in peripheral-route persuasion, the environment in which a message is delivered can be as influential as the message itself (Petty & Cacioppo, 1986).

Importantly, the strategies observed in this study not only drive one-time purchases but also appear to cultivate customer loyalty. Repeat customers, positive comments, and high engagement metrics suggest that the persuasive communication used by @byrafikawu has a lasting effect on consumer behavior. According to Rafika, several customers even placed bulk orders or became long-term followers of the account. This confirms that persuasive communication, when done effectively, can contribute to long-term relationship marketing—turning viewers into advocates.

Nevertheless, this study also reveals some potential limitations of relying heavily on peripheral strategies. While emotional and aesthetic appeal can successfully attract casual viewers, such approaches may not be sufficient to retain highly rational or critical consumers over time. Thus, brands operating on platforms like TikTok must continue to balance entertainment with substance to maintain credibility and trust.

In conclusion, the persuasive communication strategy of @byrafikawu is not accidental but a carefully constructed hybrid approach. By combining informative content with visual and emotional appeal, the account effectively engages diverse audiences across both central and peripheral processing routes. This study contributes to the growing body of research on digital persuasion and social commerce, emphasizing the importance of flexibility, authenticity, and interactivity in crafting persuasive messages for online platforms.

CONCLUSION

This study set out to examine how persuasive communication strategies are applied by the TikTok account @byrafikawu in attracting and influencing consumers. Drawing upon the Elaboration Likelihood Model (ELM) as a theoretical framework, the research identified and analyzed both central and peripheral routes of persuasion through a qualitative approach involving observation, in-depth interviews, and documentation.

The findings demonstrate that @byrafikawu successfully employs a dual-strategy communication model. The central route is reflected in the detailed, rational explanations of

products, including their materials, benefits, and usage. This route appeals to consumers with higher levels of motivation and ability to process information. The account's consistent messaging style, use of simple language, and narrative-based storytelling also reinforce its central route strategies, helping to build trust and credibility with potential buyers.

Simultaneously, the peripheral route is activated through visual aesthetics, engaging live streams, emotional tone, humor, and influencer collaboration. These elements attract consumers who engage more intuitively or emotionally with content, creating a welcoming and entertaining shopping environment. The use of SEO keywords and real-time interaction during live streaming further enhances the persuasive power of the content by increasing accessibility and reinforcing consumer involvement.

The integration of both routes indicates that persuasive communication on social media platforms like TikTok must be dynamic and adaptable to varied consumer processing styles. In @byrafikawu's case, the blending of cognitive and emotional appeals has not only influenced purchasing decisions but also fostered consumer loyalty and long-term engagement.

In a broader sense, this study contributes to the academic discourse on digital marketing communication by highlighting the relevance of persuasive strategy models in the context of social commerce. It also provides practical insights for content creators and marketers seeking to optimize their communication approaches on platforms characterized by rapid content consumption, algorithmic visibility, and high audience interactivity.

LIMITATION

While this study provides valuable insights into the persuasive communication strategies employed by the TikTok account @byrafikawu, several limitations must be acknowledged. First, the scope of the research is limited to a single case study of one TikTok account. Although this in-depth approach allows for a detailed exploration of communication strategies, the findings may not be generalizable to other TikTok sellers or social media influencers with different audiences, product categories, or content styles. Future research may benefit from conducting comparative studies across multiple accounts or industries to validate and expand upon these findings.

Second, the study relies on a small number of informants—primarily the account owner, an administrator, and one consumer. While purposive sampling ensures that these participants are relevant to the research objectives, a broader range of perspectives (e.g., from multiple consumers, external observers, or marketing experts) could offer more diverse insights and increase the robustness of the data.

Third, the analysis is focused primarily on communication content and observable engagement behaviors (e.g., views, likes, comments). However, it does not incorporate metrics such as conversion rates, long-term customer retention data, or psychographic profiling, which could further substantiate the impact of persuasive communication on consumer decision-making.

Lastly, the dynamic nature of TikTok as a platform—where trends, algorithms, and user behaviors evolve rapidly—means that the effectiveness of specific persuasive strategies may shift over time. Therefore, the findings should be viewed as a snapshot of a particular moment in the platform's development, and continuous research is needed to keep up with its changing dynamics.

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