

ABSTRACT

VINNIA SEPTRIANI CHAERUDIN, Communication Science Research Program, Faculty of Social, Political and Computer Sciences, Djuanda University Bogor 2022, The Effect of Spill Product Promotion Activities in the Tik Tok Application on the Consumptive Behavior of Bogor City Teens in Online Shopping, 1st Counsellor: Agustini, Dra., M.Si . 2nd Counsellor: Desi Hasbiyah, S.Si., M.I.Kom.

Product spill activity in the Tik Tok application is a strategic display of product or brand information in the Tik Tok video content display. Product spill activities in the Tik Tok application can be referred to as a promotional activity. Product spill activity in the Tik Tok app alludes to the strategic display of product information. Product insertion is conducted in collaboration with third parties, namely influencers who have many followers or followers on Tik Tok. These people recommend the product in a short video or place it in a short video scene that allows the viewer or Tik Tok audience to see the product without any perceptual exposure to the ad. The purpose of the promotion is designed as attractive as possible to reach the general public, This is intended so that business people can attract consumers' attention to make purchases. The purpose of this research was to find out how the consumptive behavior of Bogor City teenagers in the spill product activity of the Tik Tok application. The research method uses descriptive quantitative with survey method. The analysis was conducted by distributing questionnaires to 100 teenagers in Bogor City. Data collection techniques were conducted using primary data in the form of questionnaires and interviews and using secondary data in the form of documentaries, books, and photos. The result of this research is the consumptive behavior of teenagers in Bogor City which is caused by the spill product promotion activity in the Tik Tok application. In addition, the use of new media, namely Tik Tok social media to promote a product to the public whose purpose is to influence Bogor City youth to make purchases, and the use of Tik Tok social media as a means of marketing communication is a form of marketing communication strategy in the era of increasingly advanced information technology.

Keywords: *Online Shopping, Consumptive Behavior, Spill Product, Tik Tok*



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ABSTRAK

VINNIA SEPTRIANI CHAERUDIN, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik dan Ilmu Komputer, Universitas Djuanda Bogor 2022, Pengaruh Aktivitas Promosi *Spill Product* di Aplikasi Tik Tok terhadap Perilaku Konsumtif Remaja Kota Bogor dalam Berbelanja *Online*, Pembimbing I: Agustini, Dra., M.Si. Pembimbing II: Desi Hasbiyah, S.Si., M.I.Kom.

Aktivitas *spill product* di aplikasi Tik Tok merupakan tampilan strategis informasi produk atau merek dalam tayangan konten video Tik Tok. Aktivitas *spill product* di aplikasi Tik tok bisa disebut sebagai sebuah aktivitas promosi. Aktivitas *spill product* di aplikasi Tik Tok menyinggung pada tampilan strategis informasi produk. Penyisipan produk dilakukan melalui kerjasama dengan pihak ketiga yaitu *influencer* yang memiliki banyak pengikut atau *followers* dalam Tik Tok. Orang-orang tersebut merekomendasikan produk dalam video berdurasi pendek atau menempatkannya dalam adegan video pendek yang memungkinkan penonton atau *audience* Tik Tok melihat produk tanpa paparan persepsi terhadap iklan. Tujuan dari promosi dirancang semenarik mungkin untuk menjangkau masyarakat umum, hal ini ditujukan agar pelaku bisnis dapat menarik perhatian konsumen untuk melakukan tindakan pembelian. Tujuan penelitian ini adalah untuk mengetahui bagaimana perilaku konsumtif remaja Kota Bogor pada aktivitas *spill product* aplikasi Tik Tok. Metode penelitian menggunakan Kuantitatif deskriptif dengan metode survey. Analisis dilakukan dengan menyebar kuesioner kepada 100 orang remaja Kota Bogor. Teknik pengumpulan data dilakukan menggunakan data primer berupa kuesioner dan wawancara serta menggunakan data sekunder berupa metode dokumenter, buku, dan foto. Hasil penelitian adalah terjadinya perilaku konsumtif remaja Kota Bogor yang diakibatkan oleh aktivitas promosi *spill product* di aplikasi Tik Tok. Selain itu penggunaan media baru yaitu media sosial Tik Tok untuk mempromosikan suatu produk kepada publik yang tujuannya mempengaruhi remaja Kota Bogor untuk melakukan tindakan pembelian, dan penggunaan media sosial Tik Tok sebagai sarana komunikasi pemasaran adalah suatu bentuk strategi komunikasi pemasaran di era teknologi informasi yang kian maju

Kata Kunci: Berbelanja Online, Perilaku Konsumtif, Spill Product, Tik Tok