

EXPLORING INTERACTIVITY, TRENDS, AND ELECTRONIC WORD-OF-MOUTH (EWOM) OF SOCIAL MEDIA MARKETING THROUGH TIKTOK PLATFORM TO ENHANCE ONLINE CONSUMER ENGAGEMENT: A STUDY CASE OF VITABUMIN CHILDREN'S MULTIVITAMIN

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ABSTRACT

This study aims to explore the Social Media Marketing Activities (SMMA) strategy used by the Vitabumin Children's Multivitamin in increasing online consumer engagement through the TikTok platform. A qualitative approach with a case study method and source triangulation technique was used to obtain data from content analysis, interviews with the marketing team, and interviews with TikTok users. The results show that the three main elements of SMMA—interactivity, trends, and electronic word-of-mouth (eWOM)—have a significant influence on the level of consumer engagement. However, the effectiveness of these strategies is constrained by limited human resources, technical restrictions from the platform, and not optimal utilization of TikTok's interactive features. Strategies that proved effective include utilizing educational content with an emotional approach (POV Gen Z Mom), collaboration with Key Opinion Leaders (KOL) and Key Opinion Customers (KOC), and building digital communities to create authentic eWOM. This research provides practical implications for brands in designing adaptive, relevant, and community-based content strategies to increase awareness and engagement in a sustainable manner. Future research could compare the effectiveness of SMMA elements (interactivity, trendiness, and eWOM) across TikTok, Instagram Reels, and YouTube Shorts in enhancing online consumer engagement and brand trust for children's health products.

Keywords: TikTok, social media marketing activities, online consumer engagement, eWOM, interactivity, trends, kids multivitamin

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi strategi Social Media Marketing Activities (SMMA) yang digunakan oleh Vitabumin Children's Multivitamin dalam meningkatkan engagement konsumen daring melalui platform TikTok. Pendekatan kualitatif dengan metode studi kasus dan teknik triangulasi sumber digunakan untuk memperoleh data dari analisis konten, wawancara dengan tim pemasaran, dan wawancara dengan pengguna TikTok. Hasil penelitian menunjukkan bahwa tiga elemen utama SMMA—interaktivitas, tren, dan electronic word-of-mouth (eWOM)—memiliki pengaruh yang signifikan terhadap tingkat engagement konsumen. Namun, efektivitas strategi tersebut masih menghadapi kendala, antara lain keterbatasan sumber daya manusia, keterbatasan teknis dari platform, dan belum optimalnya pemanfaatan fitur

interaktif TikTok. Strategi yang terbukti efektif antara lain pemanfaatan konten edukasi dengan pendekatan emosional (POV Gen Z Mom), kolaborasi dengan Key Opinion Leader (KOL) dan Key Opinion Customer (KOC), serta membangun komunitas digital untuk menciptakan eWOM yang autentik. Penelitian ini memberikan implikasi praktis bagi merek dalam merancang strategi konten yang adaptif, relevan, dan berbasis komunitas untuk meningkatkan awareness dan engagement secara berkelanjutan. Keywords: TikTok, social media marketing activities, online consumer engagement, eWOM, interactivity, trends, kids multivitamin. Penelitian selanjutnya dapat membandingkan efektivitas elemen SMMA (interaktivitas, tren, dan eWOM) antara TikTok, Instagram Reels, dan YouTube Shorts dalam meningkatkan keterlibatan konsumen daring dan kepercayaan merek pada produk kesehatan anak.

Kata kunci: TikTok, aktivitas pemasaran media sosial, keterlibatan konsumen online, eWOM, interaktivitas, tren, multivitamin anak

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I. BACKGROUND

The rise of social media has transformed the digital marketing landscape, enabling brands to interact directly with consumers through dynamic and participatory content. Among the various platforms available, TikTok stands out as one of the most effective channels for building online consumer engagement. With over 110 million active users in Indonesia in 2023, TikTok has become a promising medium for reaching large audiences, including young parents as the primary target market for children's health products (Ghosh & Bagai, 2023). TikTok offers a unique experience compared to conventional social media, particularly through its algorithm-curated short-form videos that reach users based on their interests. These characteristics make TikTok an ideal platform for delivering brand messages in an entertaining, culturally relevant, and easily shareable manner (Backstad & Lindquist, 2024).

In the context of digital marketing, *Social Media Marketing Activities* (SMMA) is an important framework for understanding how social media strategies can increase consumer engagement. The

three most relevant elements of SMMA in the context of TikTok are interactivity, trends, and electronic word-of-mouth (eWOM) (Cheung et al., 2020). Interactivity refers to a brand's ability to open up two-way communication with its audience, which on TikTok can be reflected through comments, reply videos, polls, and the use of duets and stitches. Social media interactions are the easiest and most convenient way to communicate and listen to customers' needs, just like friends do in everyday life (Tsimonis & Dimitriadis, 2014). Trends play a central role in determining the reach and visibility of content on TikTok. Adapting to culturally relevant content or trends may facilitate stronger emotional and behavioral engagement, as customer brand engagement is shaped by context-dependent, interactive experiences that deliver perceived value to consumers (Hollebeek, 2011).. Electronic word-of-mouth (eWOM) encompasses the dissemination of information and opinions about products or brands by other users in the virtual world. On TikTok, eWOM can take the form of video reviews, spontaneous testimonials, or user

conversations in comment sections that influence brand perception. This element has been proven to have a significant impact on purchasing decisions, particularly for health and family products (Cheung et al., 2020).

However, research on the application of SMMA strategies on TikTok is still dominated by the fashion, beauty, or lifestyle industries. Very little literature explicitly explores how interactivity, trends, and eWOM are utilized in the context of the children's multivitamin industry, even though this segment has unique characteristics. Parents, as decision-makers, have different information consumption patterns compared to teenagers, and they tend to seek content that is informative yet visually and emotionally appealing. Therefore, it is important to understand how SMMA strategies on TikTok can be adapted to enhance consumer engagement in the context of children's multivitamin industry

This study aims to explore Social Media Marketing Activities (SMMA) strategies through three main elements—interactivity, trends, and electronic word-of-mouth (eWOM)—used by the Vitabumin Children's Multivitamin on the TikTok platform to increase online consumer engagement. This study will specifically analyze how the brand's content strategy on TikTok is designed to attract attention, encourage active participation, and build strong relationships with the target audience, namely TikTok users who are parents in Indonesia.

Online consumer engagement (OCE) has become a key concept in modern digital marketing. OCE refers to the active involvement of consumers in digital interactions with brands, both cognitively, affectively, and behaviorally (Hollebeek

et al., 2014). According to Dessart et al. (2015), OCE reflects the deep emotional connection and participation of consumers in brand activities on social media. This dimension of engagement not only includes the act of liking or sharing content, but also shapes perceptions of brand value, loyalty, and advocacy.

Research by Vander Schee et al. (2020) shows that consumer engagement is influenced by various antecedent factors such as consumer status, intrinsic-extrinsic motivation, and cultural factors. In the context of social media, engagement is increasingly seen as the result of a reciprocal relationship between brands and consumers, rather than simply exposure to one-way communication messages.

Online Consumer Engagement (OCE) is a multidimensional concept that reflects the active relationship between consumers and brands in the digital ecosystem. According to Hollebeek et al. (2014), OCE consists of three main aspects: cognitive, affective, and behavioral, which together reflect the quality and intensity of consumer engagement in digital interactions.

1. Cognitive Engagement: This denotes the mental effort that customers allocate to interacting with brand-related content. This encompasses examining product reviews, investigating brand narratives, and analysing available offerings (Vivek et al., 2012). Cognitive engagement is especially pertinent in high-involvement purchasing decisions, as consumers proactively seek information prior to making selections.
2. Emotional Engagement: This aspect encompasses the emotional bond between consumers and brands, frequently shaped by narrative, brand

identity, and individualised interactions (Hollebeek et al., 2014). Brands that effectively elicit positive emotions foster enhanced consumer loyalty and advocacy.

3. Behavioural Engagement: This encompasses concrete actions such as likes, shares, and comments, indicating active involvement in brand-related activities (Van Doorn et al., 2010). Behavioral engagement serves as the most apparent statistic of OCE, offering brands quantifiable insights into customer interactions and the efficacy of content.

Social Media Marketing Activities (SMMA) refer to a strategic set of brand actions designed to foster consumer engagement, awareness, and loyalty through social media platforms. As defined by Cheung et al. (2020), SMMA encompasses various elements that brands use to communicate and interact with consumers in the digital environment. These elements typically include entertainment, interaction, trendiness, customization, and electronic word-of-mouth (eWOM). The effectiveness of SMMA lies in its ability to leverage the participatory nature of social media to build meaningful consumer-brand relationships.

SMMA has evolved from merely broadcasting promotional content to cultivating two-way communication and co-creation with consumers. In recent literature, SMMA is frequently linked to consumer engagement outcomes such as brand trust, emotional attachment, and behavioral intentions (Cheung et al., 2020; Mishra, 2019). This shift reflects the growing importance of user-centric approaches in digital marketing strategies.

In the context of TikTok, a platform characterized by short-form video content and algorithm-driven content discovery, certain SMMA elements become especially critical. This study focuses on three key elements—interactivity, trendiness, and electronic word-of-mouth (eWOM)—that are particularly relevant for driving engagement on TikTok.

Interactivity refers to the platform's ability to enable two-way communication between users and brands. On TikTok, this form of interaction is present in features such as comments, *duets*, *stitches*, and *live streaming*. Mishra (2019) states that the higher the level of interactivity, the greater the chance of active user participation, which leads to emotional attachment to the brand. However, the effectiveness of interactivity heavily depends on the brand's responsiveness in addressing comments and creating relevant dialogue (Cheung et al., 2012).

Trendiness refers to a brand's ability to capture and follow trends that are viral on social media. On TikTok, adapting to trending content is one of the primary strategies for increasing content exposure and relevance. Content that follows TikTok trends—whether through music, hashtag challenges, or popular narratives—has a greater chance of appearing on the For You Page (Backstad & Lindquist, 2024). According to Harrison & Kwon (2023), a brand's success in trend-jacking greatly depends on the alignment between the value of the trend and the characteristics of the target audience.

eWOM is the dissemination of information about a brand or product by consumers to other consumers through digital media. In the context of children's health products, such as multivitamins, testimonials and reviews from fellow

mothers are considered more trustworthy than brand advertisements (Zeqiri et al., 2025). Cheung et al. (2012) emphasize that organic eWOM—especially in the form of video reviews or discussions in comment sections—can significantly influence trust and purchase intent. Therefore, encouraging positive eWOM is an important strategy in enhancing OCE.

Although previous studies have widely explored SMMA and online consumer engagement (OCE) in industries like fashion, cosmetics, and lifestyle, research remains limited in the context of children’s multivitamins—particularly on TikTok. This segment is distinct, as it involves parents as the primary decision-makers, who are generally more selective and rational (Marbach et al., 2019). Additionally, the unique dynamics of TikTok’s algorithm and parenting audience behavior have yet to be fully examined. To address this gap, this study analyzes how SMMA elements can be effectively applied to engage parent audiences in this category.

Existing literature emphasizes that SMMA goes beyond promotion; it also plays a crucial role in strengthening emotional and behavioral engagement. When tailored to specific platform cultures and audience needs, SMMA can significantly enhance brand reach and resonance. In the case of Vitabumin, strategies must align with parental values—focusing on content that not only attracts attention but also builds trust through authenticity, education, and emotional relevance.

II. METHODS

Research Design

This study employs a qualitative exploratory design to examine how Social

Media Marketing Activities (SMMA)—specifically interactivity, trendiness, and electronic word-of-mouth (eWOM)—influence online consumer engagement on TikTok, using Vitabumin Children's Multivitamin as a case study. This approach is suitable for uncovering contextual, in-depth insights into consumer behavior and social media strategy (Creswell, 2014; Denzin & Lincoln, 2018).

Data Collection Methods

To increase the credibility of findings, the study used triangulation of sources, drawing data from three complementary methods:

1. Semi-structured Interviews Conducted with 5 internal stakeholders such as digital marketers and content strategists at Vitabumin Children's Multivitamin. This method allows researchers to explore subjective insights and strategic intent behind TikTok campaigns (Gill et al., 2008).
2. Content Analysis of TikTok Posts Observational analysis was conducted on Vitabumin Children's Multivitamin TikTok content—focusing on post types, frequency, interactivity, and user response. This method is essential in digital marketing research to decode how content elements influence consumer behavior (Kim & Kim, 2021).

Data Analysis

To analyze the qualitative data in this study, a structured approach from Gioia et al., (2013) was used. This method was chosen to ensure a transparent and systematic analysis process in identifying TikTok user engagement patterns, understanding marketing elements, and formulating effective strategies for Vitabumin. The

qualitative data analysis process involves the following main steps such as familiarization and first-order concepts, second-order themes, aggregate dimensions.

To ensure data validity and enrich interpretation, the study uses source triangulation—comparing insights from interviews, content analysis, and consumer observations. This approach enhances data reliability by confirming findings across multiple perspectives and reducing researcher bias (Fusch et al., 2018; Carter et al., 2014). To ensure research rigor, the study applies Lincoln and Guba's (1985) four trustworthiness criteria such as credibility, transferability, dependability, confirmability.

III. FINDINGS AND DISCUSSION

In 2025, TikTok became one of the strategic platforms used by Vitabumin in digital marketing activities, especially to reach the family audience segments. However, the effectiveness of the social media campaign that was run was inseparable from various performance constraints that directly affected content performance and audience engagement levels. Based on the results of the thematic analysis conducted, the main constraint was found in the Constraints aspect, which includes both internal and external obstacles that interfere with the smooth running of social media activities.

The following is a narrative discussion of the aggregate dimensions identified related to the performance constraints and engagement rate of Vitabumin's TikTok content:

1. Internal Constraints in Content Production and Strategy

Vitabumin's struggles on TikTok largely arise from internal resource gaps, capability limitations, and an underdeveloped content strategy, all of which weaken content consistency, creativity, and performance.

A. Theme 1.1: Limited Internal Resources (Content Creators & Ideas)

A key obstacle is the absence of a dedicated content creator, resulting in inconsistent and unoriginal content output. Informants reported that after the previous creator resigned, no replacement was hired, leaving the brand without anyone focused on producing engaging TikTok content. Consequently, Vitabumin struggles to identify "winning content" and relies heavily on ad-hoc ideas or external contributors.

B. Theme 1.2: Technical and Platform Barriers (Account Restrictions)

Vitabumin's TikTok account has faced repeated bans and feature restrictions, particularly on live streaming—an essential engagement tool. These disruptions, caused by platform sensitivities and unclear violations, reduced audience interaction and forced the brand to shift sales to secondary accounts with lower visibility.

C. Theme 1.3: Overdependence on Reposted KOL Content

Due to internal capacity issues, Vitabumin's TikTok activity relies almost entirely on reposting influencer (KOL) videos instead of developing original brand content. This dependence limits brand identity, weakens audience connection, and hinders the creation of consistent, authentic storytelling that could strengthen engagement and trust.

2. Challenges in Content Performance including Engagement Rate

Vitabumin's TikTok performance in 2025 displayed a **general decline in organic reach and engagement**, shaped by its content type, source, and interaction approach.

A. Theme 2.1: Declining Organic Performance.

Team members consistently observed a significant drop in organic performance compared to previous years, prompting greater reliance on paid advertising. Some perceived that TikTok's algorithm deprioritized organic reach once paid campaigns began, further reducing visibility and engagement.

B. Theme 2.2: Inconsistent Effectiveness Across Content Types

Engagement varied widely by content source. Reposted content from high-profile KOLs (e.g., Ria Ricis) generated stronger results, whereas less-known influencers had minimal impact. Earlier, educational and trend-based original content—particularly in creative POV formats—had achieved high engagement, suggesting untapped potential for in-house content innovation.

C. Theme 2.3: Engagement Rate Volatility

Vitabumin's engagement rate in 2025 was erratic and overall lower, often spiking only with influencer-driven content. Comparatively, newer competitors achieved similar or higher engagement levels, indicating growing competitive pressure and diminishing brand differentiation.

D. Theme 2.4: Reduced Two-Way Interaction

A decline in audience interaction, especially in responding to comments, further weakened

engagement. The account became more passive, posting mainly reposted content with little conversational follow-up, resulting in a loss of community connection and algorithmic disadvantage.

3. Weaknesses in Performance Evaluation and Target Setting

Qualitative insights revealed that Vitabumin's TikTok underperformance is also linked to gaps in performance evaluation and target-setting practices.

A. Theme 3.1: Lack of Clear Quantitative KPIs

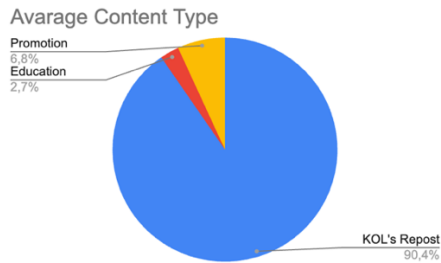
Although Vitabumin has general KPIs and content plans, it lacks specific, measurable targets for engagement rate or follower growth. Informants noted that goals remain broad—focused on “showing an increase” rather than achieving defined numbers. This absence of quantifiable benchmarks limits the ability to objectively assess and optimize strategy effectiveness.

B. Theme 3.2: Reactive Rather Than Proactive Evaluation

Performance reviews are often triggered by declines rather than conducted systematically. Strategy discussions typically arise only after engagement drops, with attention centered on “finding winning content” before revisiting numerical goals. This reactive approach prevents timely data-driven adjustments and hinders continuous learning for strategic improvement.

Observation was conducted directly on Vitabumin's TikTok account over a span of three months in 2025 to identify patterns of content behavior, engagement outcomes, and alignment with SMMA principles. The observation included visual scanning of feed

structure, content types, timing of uploads, and public responses.



Source: processed by researchers (2025)
 Figure 1.1 Types of Content Used by TikTok Vitabumin During the Period January - March 2025

This study found several weaknesses in Vitabumin’s TikTok strategy. Most videos were posted during office hours, missing TikTok’s peak evening traffic. The content was short and sales-focused, with little storytelling and no consistent calls to action. Interactive features like duets, stitches, or comment replies were not used. Although some videos included trending phrases, they were uploaded too late to benefit from the trend. Over 60% of posts were reposted influencer content, often with repeated captions and similar formats, making the feed feel repetitive. Engagement was also limited, with comments mostly coming from other influencers rather than real users—showing weak community interaction.

To complement observational findings, the research also employed documentation through content analysis of TikTok videos posted by Vitabumin. This documentation provided structured data on how different types of content performed and how they reflected the brand's marketing intent.

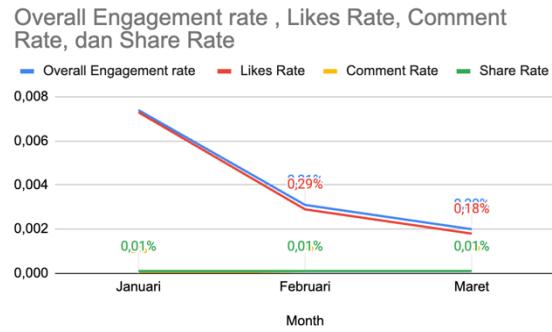


Figure 1.2 Engagement rate of TikTok Vitabumin Children's Multivitamin
 Source: Countik Vitabumin January - March 2025

To support the observation findings, this study also analyzed Vitabumin’s TikTok posts from January to March 2025. The results showed a clear drop in engagement over time, with low likes, comments, and shares. Most of the content came from influencer reposts, especially macro-influencers, making the feed feel less original. There was no sign of user participation through challenges or video testimonials. The account also faced restrictions from TikTok, which blocked it from doing live sessions. While some posts tried to follow parenting trends, they were often uploaded too late and lacked creativity. Finally, although the brand had basic performance targets, success was still measured mainly through views and likes, without deeper insights into user engagement.

Table 1.1 Triangulation Data

Theme	Interview	Observation	Content Documentation (TikTok Feed)

Content Performance	“Setelah content creator resign, belum ada penggantinya.”	Video mostly reposted from KOLs, few original videos	>60% of content are reposts from influencers, minimal variation in caption/format
Engagement Rate	“Engagement tahun ini menurun drastis dibanding kompetitor baru.”	Low likes, shares, and comments in most videos	No content exceeded 500 views in recent uploads
Trendiness	“Kami selipkan kata-kata viral seperti ‘donatur dilarang ngatur’.”	Trend-based videos posted late, after trend faded	Viral sound used inconsistently; some outdated trends detected
e-WOM & UGC	“Belum ada UGC yang muncul secara organik, kami sedang rancang strategi KOC.” (R1)	No evidence of UGC playlists or consumer-generated videos	No hashtag challenge, no engagement with audience videos
Interactivity	“Live TikTok-nya kena banned, jadi gak bisa	No use of duet, stitch, or reply-to-comment features	Interactive tools absent in all recent videos

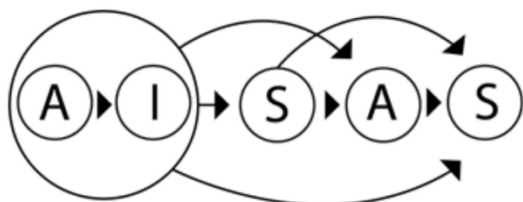
	<i>interaksi lagi.”</i>		
Evaluasi on Practices	“Evaluasi masih manual, lihat likes dan komentar saja.”	No sign of performance review reflected in content structure	Content lacks CTA, no content tailoring based on observed audience behavior

The findings of this study reveal a critical misalignment between platform-native expectations and current brand execution. While the brand Vitabumin Children's Multivitamin acknowledges the strategic importance of interactivity, trendiness, and electronic word-of-mouth (eWOM), their application on TikTok is inconsistent and lacks agility. This is particularly evident in the overreliance on influencer reposts, underuse of interactive features (such as duets, stitches, and live), and the absence of user-generated content (UGC). The insights suggest that TikTok's algorithm favors original, trend-aligned, and emotionally engaging content that triggers not only behavioral engagement (likes, shares, views) but also affective and cognitive involvement.

However, Vitabumin Children's Multivitamin's strategy leans toward transactional content, focusing on live selling and macro-influencer partnerships rather than emotional storytelling or community-building. This misalignment reduces trust—especially among parent audiences who value authentic, empathetic narratives over hard selling. Furthermore, platform constraints like account bans and slow content adaptation indicate systemic challenges that brands must overcome to succeed in algorithm-driven, emotionally charged digital environments.

Content Consistency and the Role of Originality

The main step in improving Vitabumin's TikTok strategy is creating more original content by building an internal creative team. This includes hiring two in-house content creators to produce daily videos in different formats, such as parenting tips, customer stories, and behind-the-scenes content. The goal is to make content that feels more human and relatable to young mothers and families. To support this, the brand plans to reduce reposted influencer content to no more than 30% of total posts. Instead, the focus will shift to encouraging User-Generated Content (UGC) from real customers. This strategy is expected to boost trust and credibility, especially for health products aimed at children.



Source: processed by researchers (2025)
Figure 1.3 Model AISAS Non Linear (Sugiyama and Andree 2011)

One appropriate approach to this issue is to apply the AISAS model. According to Sugiyama and Andree (2011), the AISAS model (Attention, Interest, Search, Action, Share) is an evolution of the AIDMA model that is more suited to consumer behavior in the digital age. They emphasize that the consumer decision-making process is not always linear; consumers can skip or repeat certain stages depending on the context and stimuli received.

Attention

To grab attention quickly on TikTok, Vitabumin uses strong 3-second hooks and bold visuals. For example, a video might start with “Mom! GTM solution in just 10 seconds” and show a close-up of a crying child with a zoom effect. These emotional visuals help catch the interest of parents. Bright thumbnails with red text and expressive faces make the videos stand out in the feed. The content is made using tools like Canva and CapCut, and success is measured by a 3-second view rate of at least 65%.

Interest

To keep viewers engaged, Vitabumin shares useful tips or parenting facts within the first 15 seconds—especially on topics like feeding challenges. This quick value helps build trust and keeps viewers watching. The goal is to reach an average watch time of at least 10 seconds, tracked using TikTok Analytics.

Search (Desire)

Vitabumin guides interested viewers to take the next step by adding clear messages like “Get FREE feeding guide (link in bio).” Hashtags such as #SolusiAnakSusahMakan and #VitabuminReviewJujur help more people discover the content. Tools like Hashtagify and Linktree are used, aiming for a bio link click rate of 5% or more.

Action

To turn viewers into active participants, the brand adds calls to action like “Comment ‘MAU’ if this worked!” It also uses polls to ask questions such as “Which flavor would your kid prefer? 🍓 or 🍇.” These features help increase interaction and are considered effective if a post gets at least 50 comments.

Share

To increase reach, Vitabumin encourages users to join viral challenges or duet with

their child's reaction. Giveaways for sharing or tagging others are also used to spread content. TikTok's Duet and Stitch features support this strategy, with the goal of reaching at least 30 shares per post. Using the AIAS model, brands should create simple and engaging content. In the Attention stage, use a strong hook and eye-catching visuals in the first 3 seconds. In the Interest stage, share quick and helpful information to keep viewers interested. For the Search stage, add clear bio links and hashtags to help people find the brand. In the Action stage, ask viewers to comment or join polls. In the final Share stage, encourage sharing by offering rewards or fun challenges. To measure success, track metrics like retention rate and bio link clicks.

Lack of Interactivity Lowers Engagement

TikTok's interactive features like live streams, duets, and stitches are powerful tools to build conversation and emotional connection. However, Vitabumin mostly uses live sessions for direct selling, not for community interaction. This misses the chance to hear from users, respond in real time, and build trust. Interactivity should go beyond simply showing up—it should make users feel involved. For health-related brands, this is especially important.

Slow Trend Response Reduces Visibility

TikTok rewards fast, trend-driven content. While Vitabumin has used some trends, they lack a consistent plan and a team to monitor or act on trends quickly. Without this agility, content becomes outdated or unnoticed. Studies show that brands need flexible teams to keep up with TikTok's fast pace. Without this, the brand risks being overlooked.

Underused eWOM and KOC Potential

Vitabumin has not fully tapped into organic electronic word-of-mouth (eWOM). Too much focus on influencers without real user

stories can feel inauthentic—especially to parents. Research shows that everyday users, like real moms, are often more trusted than paid celebrities. Although the brand plans to involve Key Opinion Customers (KOCs), it lacks clear steps to collect or encourage these testimonials. TikTok favors raw, honest content, which real users can provide.

Mismatch Between Content and Platform Style

Posting educational videos during working hours and in formal formats does not match how parents use TikTok. Content should be short, emotional, and playful—like relatable parenting skits or POV stories. Posting during peak hours (e.g., evening) and using TikTok-native formats will help Vitabumin connect better with its audience and increase engagement.

IV. CONCLUSION AND RECOMMENDATION

This study explored the application of Social Media Marketing Activities (SMMA)—particularly interactivity, trendiness, and electronic word-of-mouth (eWOM)—in enhancing online consumer engagement on TikTok for Vitabumin Children's Multivitamin. Through qualitative methods and source triangulation (interviews, content analysis, and consumer observation), the research uncovered several critical issues:

1. Content production lacks originality and depends heavily on influencer reposts.
2. Interactive features are underutilized and largely transactional.
3. Trend adaptation is inconsistent due to creative constraints and algorithmic unpredictability.
4. eWOM remains inauthentic due to limited UGC and lack of KOC execution.
5. Posting schedules and formats are not aligned with TikTok's best practices or user behaviors.

These findings show that while SMMA is a useful strategy for boosting engagement, its success depends on how well brands adapt, stay authentic, and create content that fits the platform. In the parenting and health sector, trust and emotional connection are especially important. This study adds a new perspective to SMMA research by focusing on a health product—children’s multivitamins—within TikTok’s unique environment.

Recommendation

To optimize brand performance on TikTok, especially in trust-sensitive categories such as children's health products, marketers must shift from transactional promotion to value-based, empathetic storytelling. Creating emotionally resonant and authentic narratives is essential for building long-term trust with parental audiences. This should be complemented by the strategic use of TikTok’s native interactive features—such as duets, stitches, live Q&A, and polls—which foster participatory engagement and enhance affective connection. Moreover, content strategy must be adaptive and trend-responsive; brands are advised to build agile creative teams capable of producing real-time content aligned with viral audio, visual styles, and challenges to maximize algorithmic exposure. Rather than relying solely on macro-influencers, partnerships with micro-influencers—especially those relatable to the parenting community like influencers for health professionals—can yield greater authenticity and message acceptance. Launching user-generated content (UGC) campaigns through challenges or incentives can further stimulate organic e-WOM and community involvement. Audience segmentation should also be behaviorally informed: content tailored to rational, emotional, and passive motivations ensures broader resonance. In operational terms, brands should invest in strengthening internal platform management competencies to

reduce dependence on external agencies, particularly in understanding TikTok’s algorithm and cultural nuances. Finally, engagement assessment must evolve beyond quantitative metrics (likes, shares, views) toward qualitative indicators such as comment sentiment, interaction depth, and narrative recall to capture the true impact of SMMA efforts.

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