


THE EFFECTIVENESS OF TIK-TOK BUZZ MARKETING IN INCREASING SALES OF BAKSO MASROY SURABAYA

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Article Info	ABSTRACT
<p>Article history: Received Jun 21, 2024 Revised Jun 20, 2024 Accepted Jul 27, 2024</p> <p>Keywords: <i>Buzz Marketing, Tik-Tok, Social Media, Marketing Mix</i></p>	<p>General Background: The rise of social media has transformed marketing practices, with platforms like TikTok emerging as influential tools for businesses, particularly in the culinary sector. Specific Background: This research investigates the buzz marketing strategy employed by Masroy Surabaya to enhance sales of its meatballs through TikTok, targeting the platform's extensive user base. Knowledge Gap: While existing literature acknowledges the potential of social media in marketing, there is limited empirical analysis on the specific impact of TikTok buzz marketing on sales in local food businesses. Aims: This study aims to evaluate the effectiveness of TikTok as a medium for buzz marketing and its influence on the sales performance of Masroy Surabaya meatballs. Results: Utilizing a qualitative descriptive approach with data gathered from in-depth interviews and content analysis involving ten TikTok users who are also consumers of Masroy meatballs, the findings indicate that engaging and creative content significantly enhances brand awareness and motivates consumer trials. The buzz marketing strategy has demonstrably contributed to increased sales. Novelty: This research offers novel insights into the effective utilization of TikTok for culinary marketing, illustrating how specific content strategies can drive consumer engagement and sales in local markets. Implications: The results underscore TikTok's potential as a powerful promotional tool, suggesting that local businesses can leverage innovative social media strategies to enhance their marketing mix, particularly in product quality, pricing, placement, and promotional efforts. This study not only fills a critical gap in the literature but also provides practical recommendations for culinary marketers.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

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INTRODUCTION

The rapid growth of internet and social media usage in Indonesia has led business actors to seize this momentum to introduce their products on social media, which has a wider and unlimited reach. The culinary business is an enterprise that operates in the food processing sector, encompassing the stages of production, presentation, and sale of products to consumers. Currently, the culinary business has seen a significant increase in its spread, which is also accompanied by competition in the same field. From that situation, business actors are required to have their own methods to achieve the desired sales targets. The development of technology also presents a profitable opportunity in developing the business being run, so it can compete with other businesses. Social media is a social networking platform that allows its users to freely express themselves and interact, communicate, share, and form mutually beneficial virtual social relationships [1]. Marketing using social media is considered more effective in reaching a wide audience, especially in the culinary business.

One of the rapidly developing marketing techniques that utilizes social media is buzz marketing. Buzz marketing is a technique focused on increasing the number of visitors through technology in a very fast manner, whether through social media discussions or face-to-face conversations [2]. The main goal of buzz marketing is to attract public attention to talk about new phenomena. With buzz marketing, it can increase the brand awareness of a product or brand by creating discussions or positive publicity that can attract the attention and interest of others; the higher the brand awareness, the more people will talk about the product or brand. Business actors in Indonesia can leverage local cultural trends, entertainment, or current hot topics to create campaigns that are easily recognizable and memorable. To enhance its effectiveness, Buzz marketing must be supported by a deep understanding of the target audience. Knowing who the audience is will help in determining the appropriate type of content and the right social media channels for interaction. In addition, direct engagement with the audience, such as answering questions or responding to comments, can also increase engagement and create a loyal community.

What made the Masroy Surabaya meatball culinary business go viral and become more widely known by the public was the content on the Masroy TikTok account featuring an employee named Muhammad Tedjo, often called Tedjo Mafia Otot. He responded to a negative comment from the public that referred to flourless meatballs with the odd term "bokep." The comment was addressed professionally and sprinkled with humor on their TikTok account. In the content, Masroy employee Tedjo Mafia Otot explained the advantages of Masroy's culinary product, which is flourless meatballs, and shared that the recipe has been passed down from Masroy's grandfather, the owner of Masroy Surabaya. The Masroy culinary business actively shares content about the products sold and promotional activities on social media accounts like TikTok and YouTube. This has helped expand the popularity of the Masroy culinary business. The implementation of Buzz marketing in Indonesia requires high levels of innovation and

creativity. Business operators need to constantly find new ways to drive conversations and attract attention with unique and engaging content. Amidst the intense competition in the market, effective buzz marketing can become a significant competitive advantage for businesses.

Bakso Masroy Surabaya is a meatball culinary business founded by Royhan ni'hamillah on April 1, 2023, located at Jl. Dr. Ir. H. Soekarno, Klampis Ngasem, Kec. Sukolilo, Surabaya. Royhan ni'hamillah, commonly called Masroy, is the grandson of Pak Kus, the owner of the Pak Kus Surabaya meatball recipe. The beginning of the establishment of Bakso Masroy Surabaya, Royhan wanted to expand his business in the culinary field after succeeding in the Mafia Gedang culinary venture. At the start of establishing Bakso Masroy Surabaya, Royhan faced challenges in acquiring new customers. Royhan and his employees then implemented a delivery service through promotional video uploads on TikTok and sent it to several cities such as Surabaya, Gresik, and Sidoarjo. This was deemed very effective as within 2 months, the business received positive responses from customers right from the start of its establishment. Masroy emphasizes promotion through short Tik-Tok videos related to its flagship menu, which is flourless meatballs. Most meatballs use flour in their mixture, whereas Masroy's meatballs do not use flour in their mixture, making the taste even more delicious. This is what has made Masroy's meatballs in Surabaya a hot topic on Tik-Tok social media regarding flourless meatballs, as people believe it is impossible to make meatballs without flour in their mixture. According to Royhan Ni'amillah, the social media platform TikTok is a solution for promoting his business products to be more widely recognized by the public. Based on the phenomena observed by the researcher, the researcher aims to explore information regarding the effectiveness of Buzz marketing in increasing sales of Masroy meatballs in Surabaya, specifically how Buzz marketing is implemented by Masroy meatballs in Surabaya using the Tik-Tok social media platform. One key to success in implementing Buzz marketing is engaging and relevant content. The content must be able to capture attention and motivate the audience to share information with their network. Through this understanding, the researchers hope to identify effective and relevant marketing strategies in the context of digital marketing. As part of the digital marketing strategy, marketing communication is a marketing activity that utilizes communication techniques aimed at disseminating information to people with the hope of achieving the company's goal of increasing revenue [3]. This activity includes various strategies designed to reach a wide audience, through the use of appropriate media so that the message can be conveyed clearly and effectively. In this context, the main objective of marketing communication is to build brand awareness, attract consumer attention, and ultimately encourage them to take actions that result in increased revenue for the company. Through this process, the company can communicate directly with the target market, supported by data and analysis that reinforce the effectiveness of the techniques used. Therefore, the success of marketing communication is not only measured by the level of consumer response but also by its contribution to the

sustainability and growth of the business in this competitive market. One of the techniques that is gaining more attention in the realm of digital marketing communication is buzz marketing, which focuses on creating conversations and attention around a product or service.

Social media marketing has many methods that entrepreneurs can implement, one of which is applying Buzz marketing through the marketing mix. In Indonesia, especially among businesspeople, not many are familiar with the term Buzz marketing. Buzz marketing is a marketing strategy that focuses on creating conversations and interest around a product or service. By using this approach, entrepreneurs can create a positive impression and attract the audience's attention through various social media platforms. Tik-Tok buzz marketing, as one form of marketing solution, refers to the rapid and widespread dissemination of information through various channels, often without high promotional costs. For today's society, social media is a platform to help interact with other users, and this is utilized by some people to seek profit, especially businesspeople. One of the social media platforms widely used for this purpose is TikTok. TikTok is a popular social media platform with short-duration videos. TikTok is a popular social media platform with short-duration videos, and the TikTok application has many features ranging from uploading videos and photos, sending messages, comments, likes, shares, music videos, to live shopping [4]. TikTok users can interact with the uploaded content and provide information about something useful to other TikTok users, and even promote products or business brands. This platform also provides a means for individuals to express their creativity in an innovative, diverse, and engaging way. With the ability to edit videos, add effects, and combine music from a vast catalog, TikTok users have the opportunity to create content that is not only entertaining but also educational. This not only plays a role in providing entertainment to users but also allows useful and informative content to spread more widely among diverse audiences. Furthermore, interactive features such as comments and options to like and share content make TikTok a dynamic environment where users can engage with each other. This creates a community that can support each other, exchange ideas and experiences, and collaborate on creative projects together. Users can also take advantage of this platform for business purposes by promoting their products or services, reaching new audiences, and interacting directly with consumers in a more personal and direct way, which is characteristic of the current digital marketing era. Thus, Tik-Tok functions not only as an entertainment platform but also as a powerful tool for communication, collaboration, and promotion in the ever-evolving digital world. Therefore, understanding the features offered by this application is very important for those who want to maximize the potential of social media usage for various purposes, whether personal or professional.

The theory used in this research is the marketing mix theory. (marketing mix). The marketing mix is a marketing strategy with tactics used by organizations or companies to generate the desired response from consumers in the market [5]. In this context, a business or organization can exchange the value of a good through transactions

with consumers or customers. The marketing mix has four important components commonly referred to as the 4 Ps: product, price, place, and promotion. The first component of the marketing mix is the product, which encompasses all aspects of the goods or services offered by the seller, including design, features, quality, and the benefits expected by customers. The second component, price, relates to the pricing policies used to attract customers and generate profit. Place, as the third component, refers to the distribution channels used to deliver products to consumers, ensuring that goods or services are available at the right location and at the right time. Promotion, as the fourth component, involves a series of activities aimed at increasing customer awareness and interest in products or services, including advertising, direct sales, and sales promotions. By effectively integrating these four Ps, the company can build a comprehensive and market-responsive marketing strategy.

1. Product

A product is a complex entity concerning a good or service, encompassing quality, features, brand, packaging design, and after-sales service. In this component, understanding the desires and needs of consumers is crucial for developing products that can meet market expectations. It is important to conduct thorough market research by gathering data and feedback from consumers. This can include surveys, interviews, or analysis of current market trends. With this approach, the company can identify shortcomings in existing offerings and find opportunities for innovation. An attractive design can capture consumers' attention, while functionality ensures that the product meets its intended purpose. Product quality is also equally important; consumers tend to be more loyal to brands that have proven to provide high-quality products. A brand is an important asset that can create the image and reputation of a product in the eyes of consumers. Developing a strong brand helps build trust and emotional connections with consumers, which in turn can increase customer loyalty.

2. Price

Price is the second component that plays a crucial role in determining the attractiveness of a product. The pricing of goods or services needs to be considered in relation to production costs, competitor prices, and market demand. The right pricing strategy can enhance competitiveness and enable the company to achieve the desired profit. Additionally, the company needs to conduct an in-depth analysis of consumer behavior and understand the value perception held by the target audience. Ensuring that the offered price is commensurate with the expected quality and benefits will build brand loyalty and increase customer satisfaction. The company can also implement a price discrimination strategy, where different prices are applied to different market segments. For example, offering discounts for students or special promotions for loyal customers can create more attractive selling points. It is also important to regularly monitor changes in the market environment, including economic fluctuations, government policy changes, and industry trends, which can affect prices and the strategies implemented. Adaptation to these conditions is key to staying relevant and competitive.

3. Place

Place relates to the distribution and location where the product can be accessed by consumers. The selection of distribution channels for sales is important so that the product can be easily available to the target market. Decisions about physical locations and distribution methods, whether through retail stores, online, or a combination of both, greatly affect the customer experience. Customer experience can be enhanced by understanding their shopping preferences and behaviors. For example, some consumers prefer shopping in person to feel and see the products in reality, while others prefer the convenience of shopping online from home. Therefore, the company needs to conduct an in-depth analysis of consumer behavior to determine the most suitable distribution channels. A strategic location can attract more visitors and increase sales opportunities. Stores located in high-traffic areas or near shopping centers will be more accessible to consumers, thereby increasing brand visibility. Careful market research is necessary to understand which areas are most profitable for a particular product.

4. Promotion

Promotion involves communication methods used to convey information about products to consumers. This activity includes advertising, sales promotion, public relations, and direct communication. An effective promotional strategy can increase brand awareness and drive sales, making it an important component of the marketing mix. One of the key aspects of promotion is advertising, which can be applied on various platforms such as the internet, print media, television, and radio. By using creative and engaging advertisements, companies can capture the audience's attention and convey a clear message about the goods or services offered. The use of digital media is increasingly dominating, allowing for more specific targeting of the desired market segments. Sales promotions, on the other hand, aim to provide direct incentives to consumers to make a purchase. Examples include discounts, coupons, and product sampling. This tactic can increase sales volume in the short term and can also help in introducing new products to the market. Through activities that build the company's reputation and positive image, public relations can create trust and loyalty from consumers. This activity includes press releases, events, and engagement in relevant social issues. Direct communication, such as email marketing and social media interactions, allows companies to communicate more personally with consumers. With this approach, companies can obtain direct feedback from customers, understand their needs, and build closer relationships.

By managing these four elements in an integrated manner, the company can create a cohesive marketing strategy that is responsive to market changes [6]. Continuous evaluation and adjustment of strategies based on customer feedback will help the company maintain relevance in a competitive market and meet the ever-evolving expectations of customers.

In this section, the results of previous research that serve as a reference for the theme of this study will be explained. The research results from previous studies have been selected to align with the topic of this study. Therefore, the author hopes that readers

can use the explanations and references for writing scientific papers. Several selected previous studies are explained below.

Research by [7] "The Influence of Buzzer Content on Purchase Decisions through Consumer Engagement." The method used is a quantitative approach using a questionnaire distributed to 201 respondents who filled out the online questionnaire. The results of the research indicate that buzz marketing has a direct impact on purchasing decisions, and consumers also partially mediate the relationship between the content shared by buzzers. The research findings show that the higher the consumer engagement with the content presented by the buzzer, the greater the likelihood of them making a purchase decision. This engagement includes aspects of emotion, attention, and interaction derived from the content. Additionally, relevant and engaging content can capture consumers' attention, creating a high level of curiosity.

Research by [8] "Buzz Marketing as a New Practice in Digital Advertising: A Case Study of the Scarlett Whitening Brand." The method used in this research is qualitative, employing a case study methodology by collecting data using the buzz marketing strategy utilized by Scarlett Whitening. The results of this study indicate that the buzz marketing strategy plays a significant role in product purchases and experiences a surge in brand awareness in line with the increasing number of TikTok users spreading information to others. This strategy successfully created a viral effect, where consumers voluntarily shared their positive experiences with the product, thereby triggering higher purchase interest. In addition, the presence of influencers on the platform also contributes significantly, as they have a strong influence on consumer decision-making. In its implementation, Scarlett Whitening utilizes various engaging creative content such as usage tutorials, user testimonials, and challenges that encourage audience participation. This not only increases engagement but also generates conversations among users, creating widespread buzz.

Another study, by [9] "The Influence of Social Media Marketing and Brand Image on Purchase Decisions Mediated by Electronic Word Of Mouth (Case Study: Consumers of 'Ikhtiar' Cafe Banjarbaru)". The method used is quantitative, employing explanatory surveys by distributing questionnaires to 80 respondents spread across the city of Banjarbaru. From the obtained results, it is explained that electronic word of mouth (EWOM) has a significant influence on purchasing decisions as long as the strategy is maintained. The research results show a strong relationship between consumer perception of social media marketing strategies and the purchasing decisions made. This can be done by actively interacting with customers, responding to the reviews given, and sharing relevant and engaging content for the audience. Thus, more and more consumers will experience the positive impact of EWOM, which can be utilized to increase loyalty and purchase frequency.

Another study by [10] "Marketing Strategies Utilizing Viral Phenomena and Electronic Word of Mouth Communication Through Social Media in Indonesia." The method used by the researchers is qualitative, employing a literature study method. The

results of this study show that viral marketing creates buzz on social media and has a positive and significant impact in finding new potential buyers using social media compared to traditional methods. Thus, marketing strategies that leverage viral phenomena through social media have proven to be more effective in reaching a wider audience and increasing brand awareness. Viral marketing serves as a powerful tool in accelerating the dissemination of information about products or services, where engaging and relevant content can become the center of attention. Research shows that consumers trust recommendations from friends or people they know on social media more than traditional advertisements. This shows the power of electronic communication with the Word of Mouth method triggered by viral content.

METHODS

The research method used is the qualitative descriptive method. The subject of this research is to explore the effectiveness of TikTok Buzz marketing, while the object is to increase the sales of Bakso Masroy Surabaya by utilizing the TikTok social media platform. Informants in this study were selected using purposive sampling techniques to obtain relevant information from the right sources. The chosen informants include the owner of Bakso Masroy Surabaya and 10 Bakso Masroy customers who actively use TikTok social media, as well as consumers who visit the Bakso Masroy outlet. The data collection techniques used include interviews and observations. The location of this research is at the Masroy Surabaya meatball restaurant, Jl. Dr. Ir. H. Soekarno, Klampis Ngasem, Sukolilo District, Surabaya. The collected data were then analyzed descriptively qualitatively through the processes of data reduction, data presentation, and conclusion drawing to obtain primary and secondary data from interviews, direct observations at the research location, and research.

RESULTS AND DISCUSSION

The results of this study provide data showing that Masroy Surabaya's meatballs have successfully utilized Tik-Tok Buzz marketing as a promotional medium to attract more customers. The use of a TikTok account as a means to disseminate information about Masroy Surabaya's meatball products is considered effective. The results from the data table indicate that TikTok Buzz marketing is effective in attracting customers to purchase the products. By using engaging and relevant content, Bakso Masroy Surabaya has successfully attracted the attention of TikTok users, resulting in a significant increase in sales volume. The scarcity successfully created through this marketing campaign, along with the reputation built in the digital world, has created a more engaged customer community. This proves that the use of social media like TikTok is not just a trend, but a very valuable tool in building and expanding the customer base in this modern era. The research results show that Tik-Tok Buzz marketing has proven effective in increasing the sales of Masroy Surabaya meatballs. This is evidenced by several findings, including:

- A. Tik-Tok buzz marketing has successfully increased brand awareness of Bakso Masroy Surabaya among Tik-Tok users. This is evident from the increase in Tik-Tok followers as well as customers coming to Bakso Masroy Surabaya. Brand awareness is one of the factors that often influence consumers when choosing a product [11].
- B. Tik-Tok buzz marketing has successfully increased the social media traffic of Bakso Masroy Surabaya and boosted the sales of Bakso Masroy Surabaya products. This is evident from the increase in the number of visitors to Bakso Masroy Surabaya after going viral, as well as the increase in viewers of Tik-Tok content @Baksomasroy.

From the results of this research, it is evident that a business must be flexible and responsive to changes in market trends and consumer behavior. The findings of this research align with the marketing mix theory. (marketing mix). The decision to use the 4 P marketing mix strategy has an impact on increasing sales volume [12]. The application of the appropriate marketing mix theory, combined with creative marketing strategies such as Buzz marketing, not only supports sales growth but also strengthens the brand's position in an increasingly competitive market, indicating that this approach is not only relevant but also crucial in the context of modern marketing. The implementation of Buzz marketing, particularly through the TikTok platform, successfully attracted consumer attention in an innovative and unconventional manner. In this case, the elements of product, price, place, and promotion offered by Bakso Masroy Surabaya can be perfected through dynamic interactions on social media.

Here is the data from research informants who use TikTok social media and obtained information about Bakso Masroy Surabaya.

Table 1. Informant data who know Masroy Surabaya meatballs through Tik-Tok/Friends.

No	Customer names	Age	Gender	Receiving Information
1.	Inisial M.F (M. Fahrizal)	21	men	Tik-Tok
2.	Inisial L.N (Lailatul Nisa)	18	women	Tik-Tok
3.	Inisial A.D (Aditya Dharma)	25	men	Tik-Tok
4.	Inisial F.R (Fathur Rahman)	32	men	Tik-Tok
5.	Inisial R.T (Rahman Trihandika)	22	men	Tik-Tok
6.	Inisial S.A (Siti Anisah)	20	women	Tik-Tok
7.	Inisial N.M (Nurul Mawadah)	34	women	Friend
8.	Inisial M.B (M. Burhan)	18	men	Tik-Tok
9.	Inisial M.S (M.Syafri)	18	men	Tik-Tok
10.	Inisial H.P (Hengky Prayoga)	23	men	Friend

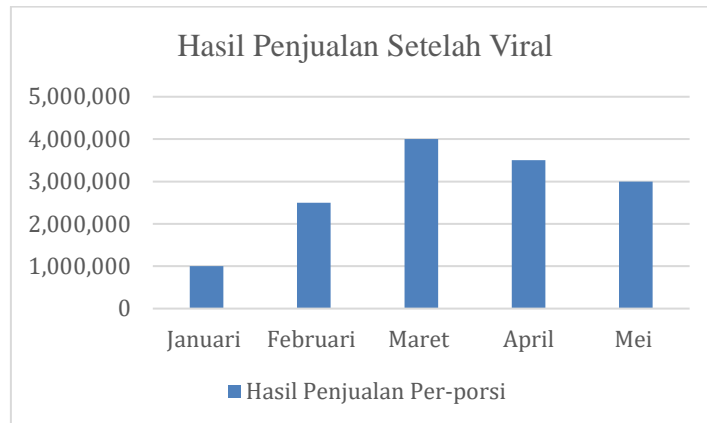
Based on research data, it can be seen that Masroy Surabaya's customers currently, 80% know about Masroy Surabaya's meatballs through the TikTok social media platform. The remaining 20% also use TikTok but got information about Masroy Surabaya's meatballs through their close contacts, namely friends. This information shows that social media, especially TikTok, plays a very important role in the marketing strategy of Masroy

Surabaya meatballs. This phenomenon can be utilized to increase engagement and attract more customers. Therefore, it is important for the managers to continuously optimize the content shared on the platform, taking into account the latest trends and audience preferences. In addition, interaction and quick responses to comments or questions from users on TikTok can create better relationships with customers. By building a solid community on social media, Masroy's meatballs can increase customer loyalty and expand market reach.

Meanwhile, recommendations from friends also indicate that word of mouth remains a strong aspect in attracting new customers. Therefore, a promotion that encourages customers to recommend Masroy meatballs to their friends can be a strategic step. Managers also need to consider collaborating with TikTok influencers who have a relevant audience to expand brand exposure. With the right approach, the opportunity to acquire new customers through various social media channels will be wide open. Overall, leveraging the data and insights from this research can help Masroy Surabaya meatballs to continue innovating and adapting in the face of an increasingly competitive market. At the beginning of its launch, the TikTok app was merely intended for entertainment, but over time, the app has been utilized by its users as a platform to start or develop a business. The optimal use of TikTok features and good engagement with consumers can help increase sales [13]. This was utilized by Royhan Ni'amillah as an opportunity to increase the sales of Masroy Surabaya meatballs. Therefore, based on the interview with the owner of Masroy Surabaya meatballs, social media Tik-Tok has a significant impact on increasing sales in his business.

The interview with the owner of Masroy Surabaya meatballs, Royhan Ni'amillah, stated, "The sales revenue from Masroy Surabaya meatballs before going viral was quite low, but with the content we created and went viral through Tik-Tok social media, my business started to be recognized by a wider audience, resulting in a sales increase that I could never have imagined, increasing every month after going viral, even reaching up to 1000 portions of meatballs sold in a day. Our business truly utilizes Tik-Tok to promote the product to attract consumers." (interview on May 26, 2024).

Here are the sales results of Masroy Surabaya meatballs in the last five months after the Tik-Tok video content went viral.



Based on the table above sourced from an interview with the owner of Masroy meatballs Surabaya, it shows that the sales of Masroy meatballs Surabaya experienced an increase in sales after successfully implementing Buzz marketing on Tik-Tok. In January, there were 1 million servings of meatballs sold, and in February, the sales increased to 2.5 million servings. In March, there was a significant increase with 4 million servings sold, and in April, there was a slight decrease in sales with 3.5 million servings sold. In May, the sales reached 3 million servings. Thus, with the increase in the number of meatball portions sold each month, the Tik-Tok buzz marketing conducted by Masroy meatballs in Surabaya can be considered effective in boosting sales.

Buzz marketing Tik-Tok Boosts Sales Volume of Bakso Masroy Surabaya

In marketing techniques, there is the term Buzz marketing, which refers to the rapid spread of any information on social media. Buzz marketing operates using the internet network system through social media or platforms used in the current social sphere [14]. Similarly, in an interview with the owner of Bakso Masroy Surabaya, it was mentioned that to increase sales, Buzz marketing from Tik-Tok is also needed. The application of Buzz marketing by utilizing Tik-Tok social media aims to widely disseminate information using Tik-Tok social media, which is considered more effective and faster, so that the information can be conveyed through social media or word of mouth [15]. In practice, this strategy involves the use of engaging and relevant content that can reach a wider audience, thereby increasing the potential to create a larger wave of information dissemination. Therefore, collaboration with influencers or platform users who have a wide reach is very important in maximizing the impact of this campaign.

Based on the content analysis of the video on September 4, 2023, on the TikTok account of the Surabaya culinary influencer named @kuliner_sby, who reviewed the Masroy Surabaya meatball restaurant and tasted the menu items at Masroy Surabaya, the review video received 1.2 million views, 28.2 thousand likes, and 302 positive comments. This is due to their ability to build engaging and captivating narratives for users, which in turn can encourage more people to share and discuss the content. Therefore, the measurement and analysis of campaign results must be conducted periodically. By

understanding metrics such as engagement, reach, and conversion, business operators can adjust their strategies to achieve better results in the future.

The availability of increasingly sophisticated measurement and analytics tools also provides an additional advantage for business owners, as they can monitor and evaluate the effectiveness of the Tik-Tok Buzz marketing strategies implemented. Thus, business owners can make the necessary adjustments in real-time to ensure that the information they want to convey is well received by the target audience. With a holistic and data-driven approach, business owners, such as in the case of Bakso Masroy Surabaya, can further enhance the visibility and appeal of their products in today's highly competitive market.

The promotional strategy used in this research reflects the importance of creating engaging and easily shareable content, which is the core of Buzz marketing. By leveraging the viral nature of TikTok, Masroy Surabaya's meatballs can reach a wider audience at a relatively low cost. Authentic and relatable content increases the chances for consumers to engage and participate in marketing campaigns. Consumer involvement also positively affects brand perception. With a better understanding of consumer preferences and needs, Masroy Surabaya's meatballs can adjust their products and pricing offers to better align with market expectations. In addition, the sales location must also be considered. Utilizing demographic data from TikTok users helps in determining strategic locations for physical sales. In the context of pricing, a competitive approach with special offers or discounts during a Buzz marketing campaign can encourage consumers to make purchases. When offered alongside a pleasant experience on social media, this can increase the chances of repeat purchases and customer loyalty. The research findings on the effectiveness of Tik-Tok Buzz marketing to increase the sales of Masroy Surabaya meatballs can be linked to the marketing mix theory by Philip Kotler and Gary Armstrong with the following principles:

1. Product:

A product is a combination of goods and services offered by a business owner to the targeted market. Some aspects related to products include variations in goods or services, quality, brand, and packaging. For Masroy Surabaya meatballs, there is already a logo as an easily recognizable brand name, as well as a tagline that is easy for others to remember. Based on the content analysis of the video on March 15, 2024, on the TikTok account of Masroy meatball employee named @brengbrengoss, it explains that the Masroy menu has 2 variations, namely mixed meatballs and beef rib meatballs, and there are also side dishes like fried snacks and rice cakes. Product variation is an important factor, where Masroy provides various types of meatballs, such as tendon meatballs, rib meatballs, square meatballs, rice cakes, fried snacks, and a variety of drinks that can satisfy customer preferences. The distinguishing feature of Masroy's meatball product is the use of high-quality ingredients and a proven secret recipe. This not only enhances the flavor but also makes the product more appealing to consumers. Unique, innovative, or high-quality products will more easily create buzz marketing.

2. Price:

Price is the amount of money offered by consumers to obtain goods or services. Various things related to prices include discounts, payment terms, and price lists. Based on the content analysis of the video on October 3, 2023, on the TikTok account of Masroy meatball employee named @mamsuhroo, it is explained that the Masroy Surabaya meatball menu offers a variety of mixed meatballs starting from Rp.24,000, beef rib meatballs for Rp.25,000, fried snacks for Rp.3,000 each, and rice cakes for Rp.5,000. A transparent price list also plays an important role in building consumer trust. A pricing strategy that matches the quality of the flavor obtained can spark consumer interest and encourage them to talk about the product. Transparency regarding the cost of raw materials can provide a better understanding of the product's value. Customers tend to appreciate the effort shown in setting fair and transparent prices. It is important to consider flexible payment times, such as accepting payments with credit cards or digital wallet applications, to provide convenience for customers in making transactions.

3. Place:

Place encompasses all activities carried out by the company in the production and sales process. Some elements related to place include distribution networks, marketing reach, and location. Based on the content analysis of the video on February 7, 2024, on the official TikTok account of Bakso Masroy named @baksoMasroy, it explains that the location of Bakso Masroy Surabaya is already strategic, situated on the roadside in an area of offices and shops. Making it easier for customers to find the location of Masroy Surabaya meatball restaurant, and the address is already available on Google Maps. Customers can not only reach the restaurant easily, but also enjoy adequate parking facilities. This further enhances the comfort for visitors, especially for those who bring their own vehicles. In terms of distribution networks, Masroy Surabaya meatballs collaborates with various food delivery platforms, allowing customers to order their favorite dishes without having to come directly to the location. This approach not only expands the market but also provides convenience for consumers who prefer to enjoy meatball dishes from home.

4. Promotion:

Promotion is a series of company activities aimed at communicating the advantages and benefits of goods or services, with the hope of attracting more consumers to purchase those products or services. Some things related to promotion are advertising and conducting creative and innovative promotions by utilizing social media, such as mimicking viral trends, influencer marketing, which can trigger buzz marketing and increase brand awareness of a product. Bakso Masroy Surabaya also employs several of these methods to attract public attention to its business. Based on the content analysis of the video on August 7, 2024, on the official TikTok account of Bakso Masroy named @baksoMasroy, it explains that Bakso Masroy Surabaya is holding a challenge for its customers to celebrate Indonesia's Independence Day by creating video content with the hashtag #kemerdekaanbarengbaksoMasroy and uploading it on TikTok. The challenge

winner will receive a cash prize of 3 million from Bakso Masroy Surabaya. Additionally, the use of attractive designs and high-quality content in all promotional materials will help capture attention. Eye-catching images or videos, attractive headlines, and clear explanations of the product's benefits can increase potential consumers' interest. Incorporating storytelling elements can also create a stronger emotional connection between the brand and consumers. Business owners must remain innovative in their approach and respond quickly to changing trends and consumer needs to stay relevant in a dynamic market. The combination of all these elements will result in a strong and effective promotional strategy in attracting and retaining customers.

Thus, the role of Tik-Tok Buzz marketing for Masroy Surabaya meatballs is to provide information about the product to consumers by utilizing Tik Tok as a promotional medium. In business, the use of the TikTok social media platform has proven to be very effective because current technological advancements make it easier to reach consumers [16]. Bakso Masroy Surabaya consistently promotes through the social media platform TikTok, contributing to the sale of 4 million portions of meatballs in March 2024. The increased promotion on TikTok certainly helps introduce the product to the public, positively impacting the sales volume. However, Masroy Surabaya meatballs still need to implement various effective and efficient strategies to continuously increase sales volume and survive amidst increasingly fierce business competition.

CONCLUSION

The conclusion of this research is that Tik-Tok Buzz marketing has proven effective in increasing the sales of Bakso Masroy Surabaya. Because it is based on the rapid advancement of technology, information disseminated through social media spreads more easily and is accepted by many people. This is also reinforced by an interview with the owner of Masroy meatballs in Surabaya, who utilizes TikTok as a platform to introduce his products to the public, citing that TikTok has a very strong influence and is widely used by the community today. Therefore, this strategy can be adopted by other business actors to increase brand awareness and their product sales. This is in line with the marketing mix theory, which shows that superior product elements, such as flourless meatballs with interesting product variations, and competitive and transparent price elements, can increase consumer interest. Strategic place elements, supported by easy access through food delivery applications, also positively contribute to increased sales. Meanwhile, the innovative promotion elements through TikTok challenges and the use of influencers successfully created significant buzz, increasing brand awareness and sales. This must also be supported by factors such as creative and engaging content, the use of hashtags, collaboration with other media users, creating content that follows trends, and diligently promoting products. Thus, making TikTok social media users who see the Masroy Surabaya meatball content interested in sharing that information with others, either through social media or word of mouth.

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