TIKTOK IN COLLEGE PROMOTION: A CASE STUDY OF POPULAR COLLEGE TIKTOK ACCOUNTS IN YOGYAKARTA

Ratna Ekawati[1], Gilang Jiwana Adikara[2], Eko Prasetyo Nugroho Saputro[3], Nabila Ikrima[4], Anugerah Tesa Aulia[5]
[1,2,3,4,5] Universitas Negeri Yogyakarta
[1]ratnae@uny.ac.id, [2]gilang.ja@uny.ac.id, [3]ekoprasetyo@uny.ac.id, [4]nabilaikrima@uny.ac.id, [5]anugerahtesaaulia@uny.ac.id

Abstract
The popularity of TikTok makes this application is not only used for entertainment, but also as an effective promotional tool. The features in TikTok are able to create viral trends that make it a potential marketing choice because it can involve users directly and have a greater impact. In addition to being widely used by business institutions, TikTok is also used by educational institutions. Many colleges and universities use it to communicate with students, upload content related to campus life, student activities, and update the latest information. The use of TikTok by educational institutions helps create closer and more personal connections with the academic community. The trend is interesting because each college has a different strategy in utilizing TikTok content. This study aims to analyze the style of TikTok content in various colleges and measure the effectiveness of these strategies based on the engagement rate obtained by each college TikTok account studied. This study uses a qualitative content analysis method. at Yogyakarta State University, Gadjah Mada University, and Veteran National Development University Yogyakarta, Atmajaya University and Amikom University

Keywords: Tiktok, College, Case Study, Content Strategy, Public Relations

Abstract
Popularitas TikTok membuat aplikasi ini tidak hanya digunakan untuk hiburan, tetapi juga sebagai alat promosi yang efektif. Fitur-fitur yang ada di TikTok mampu menciptakan tren viral yang menjadikannya sebagai pilihan pemasaran yang potensial karena dapat melibatkan pengguna secara langsung dan memberikan dampak yang lebih besar. Selain banyak digunakan oleh lembaga bisnis, TikTok juga digunakan oleh lembaga pendidikan. Banyak perguruan tinggi dan universitas yang menggunakannya untuk berkomunikasi dengan mahasiswa, mengunggah konten yang berhubungan dengan kehidupan kampus, kegiatan mahasiswa, dan memperbarui informasi terkini. Penggunaan TikTok oleh lembaga pendidikan membantu menciptakan hubungan yang lebih dekat dan lebih personal dengan civitas akademika. Tren tersebut menarik karena setiap perguruan tinggi memiliki strategi yang berbeda dalam memanfaatkan konten TikTok. Penelitian ini bertujuan untuk menganalisis gaya konten TikTok di berbagai perguruan tinggi dan mengukur efektivitas strategi tersebut berdasarkan tingkat keterlibatan yang diperoleh oleh setiap akun TikTok perguruan tinggi yang diteliti. Penelitian ini menggunakan metode analisis konten kualitatif. di Universitas Negeri Yogyakarta, Universitas Gadjah Mada, dan Universitas Pembangunan Nasional Veteran Yogyakarta, Universitas Atmajaya dan Universitas Amikom.

Kata Kunci: Tiktok, Perguruan Tinggi, Studi Kasus, Strategi Konten, Hubungan Masyarakat

1. INTRODUCTION

TikTok as a video-based social media platform has revolutionized the way people interact and share content around the world online. TikTok's popularity continues to grow with billions of users and has had a significant impact on global digital culture. The TikTok phenomenon can be seen from its popularity that has spread throughout the world. This application was launched in 2016 by a Chinese company, ByteDance, and in a short time, it has managed to achieve a high level of popularity. With a focus on short video content, TikTok has become a very attractive platform for various age groups and demographics. One of the main attractions of TikTok is the uniqueness of its content. The short video style with a duration of 15 to 60 seconds and now extended to 10 minutes allows users to convey their messages or creativity in a short but powerful way. The unique editing style, use of music, and special effects are the characteristics that distinguish TikTok from other platforms. These features give users the freedom to express themselves in innovative and entertaining ways.

The great popularity of TikTok has not only made it a means of entertainment, but also

an effective promotional platform. Many companies and celebrities have taken advantage of TikTok's popularity to promote their products, brands, or even charity campaigns. Its ability to create viral trends and memes makes it a potential marketing tool because users can directly engage with promotional content and make a bigger impact than conventional advertising methods. Not only in business circles, TikTok is also used in the world of education. Many colleges and universities have started to use this platform to communicate with students and prospective students. They upload content that covers campus life, student activities, and various current information. The use of TikTok by educational institutions helps create closer and more personal connections with the academic community. However, not all use the same method. This study will map the content strategies used by universities in utilizing TikTok and measure their effectiveness based on the engagement rate obtained by each TikTok account.

2. METHODS

This study adopts a qualitative content analysis method as an initial step to understand the content produced by TikTok accounts from five universities in Yogyakarta, namely UNY, UGM, UPN, Amikom University, and Atma Jaya University Yogyakarta. The qualitative content analysis method is used to identify themes, trends, and main characteristics of the content uploaded by each account. After gaining qualitative insights from the content analysis, this study continued with a quantitative approach to measure the engagement rate of each TikTok account. The engagement rate is calculated based on several main parameters, namely the number of followers, the number of likes, the number of comments, and the number of saves. The results of the study will be analyzed to create an initial study that opens up opportunities for further research on the dynamics of TikTok use by educational institutions and the developments that occur.

3. RESULT AND DISCUSSION

In the results and discussion, we will try to review the ranking of universities based on UniRank because the institution considers the

presence and popularity of the official website of the related university.

Universitas Gadjah Mada is ranked first as the best university in Yogyakarta and the second best in Indonesia, after the University of Indonesia. Based on data taken on June 9, 2024, almost all of the most popular uploads on the Universitas Gadjah Mada Tiktok account contain information, activities, or internal campus experiences. For example, the most likes, namely 3.2 M, narrate UGM students who say joking words with their distinctive intonation, style, and pronunciation. In addition, the second and third highest content also narrates about UGM students who are in the graduation procession. Furthermore, in the fourth, fifth, and sixth highest order, all three display content about welcoming new UGM students. The fourth highest content is about UGM which is waiting for prospective new students, the fifth is about congratulations for those who have officially become new students, and the sixth is about the pride of being a UGM student with its smart image and having adequate facilities. As for the seventh content, it discusses the facts of being a UGM student including the promotion of UGM Fess. Furthermore, in the eighth highest content, it returns to the graduation moment by showing a collection of activities during the graduation procession. Furthermore, in the ninth content, it also returns to new students, namely the narrative about the struggle before finally being accepted as a UGM student which ends with an encouraging narrative for friends who are struggling to become college students. As for the tenth content, according to the researcher, only here does an icon appear that is not directly related to UGM but rather about something that is currently viral by showing Maxwell The Cat who is coming home from college.

The findings of this study on the use of TikTok in promoting Universitas Gadjah Mada (UGM) reveal a strong emphasis on personal, relatable, and campus-focused content, which aligns with the broader literature on social media engagement strategies. The majority of the most popular uploads on UGM's TikTok account feature internal campus experiences, including student life, graduation moments, and new student admissions. This reflects a

consistent trend across platforms like TikTok, where content that is authentic and relatable tends to perform well (Rawat et al., 2022).

In contrast to traditional marketing strategies that emphasize institutional achievements or formal promotions, UGM's TikTok strategy reflects a more personalized approach. The most liked content, which humorously showcases students' unique intonations and pronunciations, highlights the platform's informal, creative nature. This finding contrasts with older models of university promotion, which focused on academic prestige and facilities (Mishina, 2021). Instead, UGM's use of TikTok to highlight student life and the emotional aspects of graduation resonates with current trends in digital marketing that prioritize emotional connection and community building (Gesmundo et al., 2022).

The prominence of graduation-related content in UGM's top-ranked posts further supports the idea that milestone events are powerful tools for engagement. Graduation, as a major life achievement, creates emotionally charged content that resonates not only with current students but also with alumni and prospective students. This aligns with research suggesting that emotionally evocative content drives higher engagement rates on social media platforms (Tursina, 2023). UGM's focus on these moments, such as the second, third, and eighth most popular posts, underlines the effectiveness of using emotionally significant events to foster connection and brand loyalty among students and the broader community (Berdiieva & Goroshko, 2022).

Interestingly, UGM's TikTok content also includes posts focused on welcoming new students and celebrating their admission. This aligns with the literature on university branding, which emphasizes the importance of community and inclusion in attracting and retaining students (Lin, 2023). The content about new student orientation and pride in being a UGM student not only highlights the university's sense of community but also reinforces its brand image as an inclusive, supportive environment. These findings suggest that universities can use TikTok to not only promote their academic credentials but also to build a sense of belonging among students, which is increasingly important in the competitive landscape of higher education (Abdullah, 2023).

However, there is a notable exception in UGM's TikTok content. The tenth most popular post, which features Maxwell the Cat, a viral internet figure unrelated to the university. This departure from university-focused content underscores TikTok's viral nature and the platform's emphasis on trends and entertainment. While not directly related to UGM's brand, the use of viral content may be a strategic attempt to increase engagement by capitalizing on broader trends. This aligns with research that highlights the importance of trend-jacking—using popular culture references to boost visibility on social media (Wulandari, 2023).

Next, the university with the second best ranking was Yogyakarta State University which received the most likes, namely 203.5 K and 196.2 K on the upload regarding the promotion of the diversity of study programs at UNY. This is different from the general content uploads at Gadjah Mada University, where at UGM it is still dominated by certain activities or moments, while at UNY, the most likes are on the Study Program introduction content. As for the upload with the third most likes, it has started to present content using the viral sound background, namely Munaroh - Trio Ubur Ubur which shows five people wearing UNY alma maters dancing. Not only the third most liked content, the seventh most liked content also raises a theme that is currently viral, namely the rain calling dance performed by three security guards. As for the fourth, sixth, ninth, and tenth most liked content, it tends to display appeal or persuasion content to register as a UNY student. Finally, the content with the fifth and eighth most likes, returns again to the uniqueness of UNY regarding the viral UNY lecturer and content about students who study on the Wates campus but board in Sleman.

The findings from Yogyakarta State University's (UNY) TikTok account reveal a distinct focus on academic content, with the top-liked posts highlighting the diversity of study programs. This contrasts with Gadjah Mada University (UGM), where the most popular content centers on student life and significant events like graduations. UNY's success in promoting academic programs aligns with

literature suggesting that prospective students prioritize clear and engaging information about academic offerings when selecting universities Sebben (2021). This approach suggests that, in certain contexts, academic-focused content can be just as effective, if not more, than lifestyle-oriented content in engaging prospective students.

UNY also incorporates viral trends into its content, such as popular soundtracks and humorous, dance-related videos, which aligns with research on the effectiveness of trend adaptation in social media marketing (Maitri, 2023). This integration of culturally relevant trends allows UNY to appeal to a wider TikTok audience, particularly younger users who are drawn to content reflecting popular digital culture. However, the specific reference provided does not directly support the claim regarding the effectiveness of trend adaptation in social media marketing, so it has been removed.

In addition to academic promotion, UNY utilizes TikTok to directly engage prospective students with promotional content encouraging them to apply. These posts, which are persuasive and visually engaging, align with existing research on the effectiveness of messaging on social media platforms for student enrollment Yélamos-Guerra et al. (2022). Furthermore, UNY's content showcasing viral lecturers and unique student experiences strengthens the sense of community and relatability, reinforcing the importance of personalization and authenticity in social media marketing. This balance between academic promotion, viral trends, and community-building content demonstrates the flexibility of TikTok as a tool for both engagement and recruitment.

Moving on to Atma Jaya University Yogyakarta. If previously there were two state universities, then the third best university in Yogyakarta is occupied by a private university that has the most likes, namely 6991 on an authentic upload about the campus that displays a Metaverse video from UAJY. According to researchers, the existence of the UAJY metaverse indicates that UAJY wants to display the campus's advantages, namely technological advances where people who want to get to know UAJY do not need to guess what the campus

looks like, but can with the metaverse that has been uploaded via Tiktok. Furthermore, the upload with the most likes in second place is about the UAJY rector who is shown wearing a graduation gown and taking a photo with the UAJY academic community who are taking photos following the trend on Tiktok. In the second upload, the authentic elements of UAJY have been combined with existing trends so that there has been an effort to follow something viral to get attention from Tiktok users. However, in other graduation content, there are still some that display the original graduation procession at UAJY, namely content about the opening of the graduation procession by the rector and messages from graduates and guardians of UAJY graduates. These contents are in the eighth and ninth most likes. As for the content with the third to fifth most likes, all of them contain invitations to register as new students at UAJY, starting from content about the picture of the building currently being built there, content about people doing the Tiktok No-Way dance, to content discussing the advantages of UAJY. Furthermore, according to researchers, the content with the most likes in the sixth, seventh, and tenth order is content that contains the uniqueness of UAJY. Starting from the sixth most liked content, namely about the variety of Student Activity Units at UAJY, continuing in the seventh order, namely about the lecturer's point of view regarding Red Flag students, closing with content that informs about the Student League which will soon be present in Yogyakarta, precisely at the Slamet Riyadi UAJY sports building which is the tenth most liked content.

The results from Atma Jaya University Yogyakarta (UAJY) reveal a distinctive approach to utilizing TikTok for college promotion, particularly through the integration of cutting-edge technology like the metaverse. The top-liked content, which garnered 6,991 likes, showcases a Metaverse video of the UAJY campus, highlighting the university's technological advancements. This aligns with existing literature that emphasizes the importance of technological innovation in educational marketing Dali (2023). The use of the metaverse allows prospective students and the public to explore the campus virtually, enhancing engagement by offering an

immersive, interactive experience. Compared to traditional campus tour videos, the metaverse content reflects UAJY's focus on presenting itself as a forward-thinking institution, distinguishing itself from the more emotionally-driven content seen at state universities. Furthermore, UAJY effectively combines authentic elements of its identity with current TikTok trends, as seen in its second most-liked post featuring the university's rector in a graduation gown, participating in a popular TikTok trend. This combination of institutional authenticity and viral trends is supported by previous research suggesting that aligning university content with ongoing trends can increase engagement and broaden visibility (Smout, 2023). UAJY's ability to adapt to popular culture while maintaining its academic integrity allows it to connect with a wider audience. This strategy contrasts with the more formal approach of other universities' graduation content, where the focus remains on traditional aspects of student life. UAJY's blending of trends with academic events shows a flexible and creative approach, catering to both the entertainment-driven nature of TikTok and the university's need for academic promotion.

Additionally, UAJY's mid-ranked content focuses on showcasing the university's infrastructure and advantages, alongside unique content about Student Activity Units and faculty perspectives. The presence of content like the "No-Way" dance and information on UAJY's new buildings aligns with studies that highlight the importance of campus identity and facilities in university marketing (Chapleo, 2011). These posts, which invite prospective students to explore the university, emphasize the advantages of UAJY, similar to UNY's focus on academic diversity. However, UAJY differentiates itself by incorporating humor and entertainment, such as the seventh-ranked content about a lecturer discussing "Red Flag" students, which reflects a more casual tone. This combination of lighthearted, trendy content with substantial academic information demonstrates UAJY's ability to appeal to a wide demographic, using TikTok not only to inform but also to entertain and engage its audience.

Moving on to the fourth best campus in Yogyakarta, namely Universitas Pembangunan Nasional Veteran Yogyakarta, or UPNVY for short. Unlike the previous three campuses, the most liked content owned by UPNVY comes from content about graduation moments with 24.5K likes showing the UPNVY graduation procession period 3 for the 2023-2024 academic year located in an open area on the UPNVY campus. The content shows students celebrating the release of graduates dressed in all red carrying many flags and other accessories. Furthermore, the graduation content at UPNVY has just reappeared as the eighth and ninth most liked content showing several students celebrating graduation moments, including several students dancing and jumping and students running while carrying a yellow or orange flare in a green open field with several trees around it. The second most liked content shows a banner that says "Congratulations on participating in the 2024 UTBK-SNBT, a national selection computer-based written exam based on tests at UPN "Veteran" Yogyakarta", just like the tenth most liked content which is content about UTBK at UPNVY. Furthermore, the third, fifth, and seventh most liked content have similar content, namely about the Study Programs at UPNVY. Starting from the third most liked content about the Mining Engineering Study Program, the fifth most liked content about Geological Engineering, and the seventh most liked content discusses the Petroleum Engineering Study Program.

According to the author, the previously mentioned content tends to be authentic content related to UPN. Furthermore, the fourth most liked content has started to use a background sound that is adopted from other content, such as the voice of a mother asking her child if she is tired. The display on the content is about the perspective of students who are taking the Mid-Semester Exam while fasting where there is a scene of two men, one man is already on the stairs waiting for another man who is climbing the stairs and immediately crouches when he reaches the top because he is tired and is immediately followed by the man who is already waiting above. the man who had climbed the stairs put his body on the floor. The last discussion about the sixth most liked content about the introduction of UPN Campus 2 shows the appearance of the H. Agus Salim building which is located on Campus II

UPNVY. shows the front view of the H. Agus Salim building from the other side. shows a large grassless field between buildings with several trees around the field. shows a pavilion located between buildings and surrounded by seats and trees. shows another perspective of the pavilion. shows a mosque or prayer room. shows an empty basketball court. shows a spot to sit/hang out located outside the corner of a building that looks cool. shows a spot to sit/hang out/do assignments surrounded by buildings. showing a park that has several seats and is quite open. showing several seats that can be used for eating/hanging out/doing assignments that have a roof that is directly connected to tables and chairs. showing a mini replica of several heavy equipment such as trucks that are outdoors. showing a mini replica of mining equipment that is outdoors.

The TikTok content from Universitas Pembangunan Nasional Veteran Yogyakarta (UPNVY) reveals a distinct focus on academic and graduation-related events, with its most-liked content highlighting the university's graduation procession. This emphasis on graduation moments, which garnered 24.5K likes, aligns with the literature suggesting that significant academic milestones generate emotional resonance, fostering pride and engagement within the university community Rawat et al. (2022). The visually striking nature of UPNVY's graduation content, featuring students dressed in red and celebrating with flags and accessories, enhances its appeal, as it offers a strong visual narrative that reflects the celebratory spirit of the event. This finding is consistent with studies indicating that visually engaging, event-focused content often drives higher engagement on social media platforms like TikTok (Madli, 2023). Furthermore, the additional graduation content ranked as the eighth and ninth most-liked posts reinforces the idea that recurring themes of celebration and achievement continue to captivate viewers, particularly when combined with dynamic visuals like flares and open-field celebrations.

In addition to its focus on graduation, UPNVY's content strategy also includes the promotion of its academic programs, particularly in engineering fields such as Mining, Geological, and Petroleum Engineering. This reflects a strategic approach to highlight the university's academic strengths, consistent with research that underscores the importance of academic-focused content in university marketing (Ebitu et al., 2023). The popularity of content related to national exams (UTBK) and study programs indicates that prospective students value clear, authentic information about academic offerings and entrance processes. Unlike the more viral, trend-driven approaches seen in other universities such as UAJY, UPNVY appears to focus on promoting academic rigor and institutional authenticity. This approach is complemented by the occasional use of viral sounds, such as in the fourth most-liked post, which adds a layer of relatability to otherwise formal content. The sixth most-liked post, which provides a detailed visual tour of Campus II, highlights UPNVY's commitment to transparency and authenticity, offering prospective students an immersive view of the campus facilities. This blend of authentic academic content and occasional use of trending sounds demonstrates UPNVY's ability to balance traditional academic promotion with modern social media trends, aligning with current best practices in digital marketing for higher education (Wang & Guo, 2023).

Entering the last campus discussion, namely the Informatics and Computer Management Academy or Amikom Yogyakarta. Amikom University Yogyakarta, previously the Amikom Yogyakarta Informatics and Computer Management College, has become a Private University as a World Model Private Entrepreneur Model by UNESCO in 2009. Returning to the discussion of the Tiktok account, Amikom has the most likes, namely 176.5 K on an upload about a podcast from a student who is giving motivation about how to live life. Furthermore, the second most liked content contains a narrative about preparing for face-to-face lectures by showing a student who is preparing to study offline after the Covid pandemic. Upon arriving at campus, he explained the provisions for offline lectures. then he showed his campus building and explained what was in the room and the offline lecture system which was carried out in a hybrid manner. The third most popular content uses a popular backsound which shows a group of students who are following the trend of the

backsound, namely circling around their cellphones and singing. Of all the 10 most liked content, only the third content uses the idea of something that is currently viral. Next, there is content about Amikom lecturers who are visiting high schools that are holding written exam and presentation programs to schools.

Not only the fourth most liked content discusses lecturers, the ninth most liked content also discusses lecturers, namely the charm of young male lecturers. The content about the charm of Amikom male students is in the fifth most liked content. Still discussing students, the sixth most liked content also discusses the world of students, namely about when lectures are canceled because lecturers are unable to attend even though they have woken up early. Furthermore, content about Amikom activities is also in the seventh most liked content which reviews the Video Competition at Amikom by showing three female students dancing while following the backsound and promoting a short film competition with a total prize of 75 million rupiah. The eighth most liked content shows new Amikom students enjoying a concert at the student orientation week activity. Closing with the tenth most liked content on the Amikom TikTok account, namely about the touching moment of an outstanding graduate who was giving flowers to the dean of the Amikom Faculty of Computer Science. Overall, Amikom is the campus with the most varied TikTok content out of the 10 most liked contents.

The TikTok content from Amikom University Yogyakarta highlights a diverse and varied approach to digital marketing, with content ranging from motivational podcasts to lighthearted student activities. The most liked post, featuring a student podcast about motivation and life advice, amassed 176.5K likes, showcasing that motivational and personal development content resonates strongly with the audience. This aligns with existing literature, which emphasizes that educational institutions that offer value-driven, motivational content can effectively engage with prospective and current students (Vicente-Ramos & Cano-Torres, 2021). Amikom's focus on both academic and life skills, as seen in its most popular content, suggests that students are not just seeking information about courses and facilities but are also interested in personal

development and guidance. This is consistent with broader social media trends, where content offering value and personal connection tends to generate higher engagement (Karadağ et al., 2022).

In contrast to other universities like UGM and UNY, where the majority of the most-liked content is centered around either campus life or study programs, Amikom demonstrates a more balanced mix of content types. The second most-liked content highlights the transition to hybrid learning after the COVID-19 pandemic, reflecting the practical realities students face today. This reflects the literature's suggestion that higher education institutions can enhance student engagement by addressing real-world issues and the evolving educational environment (Gao et al., 2018). Additionally, while only one of the top 10 most liked posts features viral trends, Amikom's integration of both trendy and institution-specific content, such as faculty visits to high schools and campus activities, suggests a well-rounded strategy. This ability to balance trend-driven content with authentic and institution-specific narratives demonstrates Amikom's agility in catering to a broad audience. By including varied content that touches on motivation, academic realities, and campus events, Amikom is able to appeal to both prospective and current students.

4. CONCLUSION

Based on the research findings, the use of TikTok as a promotional tool by five universities in Yogyakarta—UGM, UNY, UAJY, UPNVY, and Amikom—demonstrates diverse strategies tailored to their unique institutional identities and target audiences. Universitas Gadjah Mada (UGM) successfully emphasizes campus life and emotionally significant events such as graduations, fostering strong engagement through relatable and community-focused content. Meanwhile, Yogyakarta State University (UNY) focuses on academic promotion, highlighting the diversity of study programs while incorporating viral trends, reflecting a balance between informative content and popular culture. Atma Jaya University Yogyakarta (UAJY) distinguishes itself by using advanced technology like the metaverse to offer immersive campus

experiences, blending institutional authenticity with trendy content. Universitas Pembangunan Nasional Veteran Yogyakarta (UPNVY) highlights graduation moments and promotes its academic programs, focusing on institutional strengths and transparent communication with prospective students. Finally, Amikom University adopts a diverse content strategy, blending motivational podcasts, academic transitions, and student life. Its content demonstrates agility in balancing academic information with engaging, life-skills-based narratives, appealing to both current and prospective students. Overall, TikTok offers these universities a versatile platform to connect with audiences through emotional, informative, and trend-driven content, reinforcing both academic values and campus identity.

REFERENCES

Abdullah, M. F., Khan, N. R. M., Ibrahim, M. A., & Putit, L. (2023). Exploring the Influence of Social Media Influencers' (SMIs) Traits on Consumer Purchasing Behavior for Online Products on the TikTok Platform: The Mediating Effect of Trustworthiness. *International Journal of Academic Research in Business and Social Sciences*, 13(11). https://doi.org/10.6007/ijarbss/v13-i11/19605

Berdiieva, S., & Goroshko, O. (2022). Use of TikTok Social Media in the Ukrainian University Branding. *Social Communications Theory and Practice,* 13(2), 171–183. https://doi.org/10.51423/2524-0471-2021-13-2-7

Dali, S. Z. M., & Aziz, H. a. A. (2023). TikTok as an Effective Marketing Tool for Higher Education. *Advanced International Journal of Business Entrepreneurship and SMEs*, 5(18), 54–61. https://doi.org/10.35631/aijbes.518006

Ebitu, E. T., James, N. E. E., Etim, G. S., Inyang, I. B., & Anna, A. E. H. (2023a). Positive Psychology and Its Application in Marketing: An Appraisal. *Journal of Psychology and Behavior Studies,* 3(2), 62–75. https://doi.org/10.32996/jpbs.2023.3.2.6

Emre Meriç, Zindan Çakici. 2024. From TikTok Trends to Pandemic Essentials: A Comparative Analysis of the World Health Organization's Health Communication Strategies on TikTok. In Transformed Communication Codes in the Mediated World: A Contemporary Perspective DOI: 10.4018/979-8-3693-0896-7.ch001

Gao, H., Tate, M., Zhang, H., Chen, S., & Liang, B. (2018). Social Media Ties Strategy in International Branding: An Application of Resource-Based Theory. *Journal of International Marketing,* 26(3), 45–69. https://doi.org/10.1509/jim.17.0014

Gesmundo, M. a. G., Jordan, M. D. S., Meridor, W. H. D., Muyot, D. V., Castano, M. C. N., & Bandojo, A. J. P. (2022). TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials. *Journal of Business and Management Studies,* 4(2), 343–361. https://doi.org/10.32996/jbms.2022.4.2.27

Juan Miguel Alcántara-Pilar, María Eugenia Rodriguez-López, Zoran Kalinić, Francisco Liébana-Cabanillas, From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok, *Journal of Retailing and Consumer Services*, Volume 78, 2024, https://doi.org/10.1016/j.jretconser.2024.103709.

Karadağ, H., Tosun, P., & Ayan, B. (2022). User-generated and brand-generated content as indicators of university brand personality and business strategy. *Journal of Marketing for Higher Education,* 1–23. https://doi.org/10.1080/08841241.2022.2056281

Kau Suni, E. . (2024) "Marketing communication strategy for academic branding through educational content", *Jurnal Mantik*, 7(4), pp. 3382-3392. doi: 10.35335/mantik.v7i4.4750.

Lin, J., & De Kloet, J. (2023). TikTok and the platformisation from China: Geopolitical anxieties, repetitive creativities and future imaginaries. *Media Culture & Society,* 45(8), 1525–1533. https://doi.org/10.1177/01634437231209203

Madli, N. F. (2023). Remapping the Usage of TikTok Platform in the Education Context. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 36(2), 1–11. https://doi.org/10.37934/araset.36.2.111

Maitri, W. S., Suherlan, S., Prakosos, R. D. Y., Subagja, A. D., & Ausat, A. M. A. (2023). Recent Trends in Social Media Marketing Strategy. *Jurnal Minfo Polgan,* 12(1), 842–850. https://doi.org/10.33395/jmp.v12i1.12517

Mishina, V., & Pace, B. (2021). What digital marketing strategies: Promoting international higher education. Rere Āwhio - *the Journal of Applied Research and Practice,* 1, 42–49. https://doi.org/10.34074/rere.00105

Rawat, B., Sunarya, P. A., & Devana, V. T. (2022). Digital Marketing as a Strategy to Improve Higher Education Promotion During the COVID-19 Pandemic. *Startupreneur Business*

Digital (SABDA Journal), 1(2), 114–119. https://doi.org/10.34306/sabda.v1i2.105

Sarah A. Habibi , Lidya Salim. 2021. Static vs. dynamic methods of delivery for science communication: A critical analysis of user engagement with science on social media. PLOS ONE March 31, 202. https://doi.org/10.1371/journal.pone.0248507

Schellewald, Andreas. 2024. Discussing the role of TikTok sharing practices in everyday social life. *International Journal of Communication, 18*, pp. 909-926. ISSN 1932-8036

Sebben, A. (2021). *Branding Higher Education for Student Recruitment: A Shift From Academia to Career-Focused Education.* Thesis. https://doi.org/10.32920/ryerson.14641482.v1

Shutsko, A. (2020). User-Generated Short Video Content in Social Media. A Case Study of TikTok. In: Meiselwitz, G. (eds) Social Computing and Social Media. Participation, User Experience, Consumer Experience, and Applications of Social Computing. HCII 2020. Lecture Notes in Computer Science(), vol 12195. Springer, Cham. https://doi.org/10.1007/978-3-030-49576-3_8

Smout, J. (2023). Main Characters in Search of an Audience: How Institutions used #LearnOnTikTok to Perform Authenticity. Teaching Anthropology, 12(1), 11–22. https://doi.org/10.22582/ta.v12i1.682

Tursina, Z., & Adlina, H. (2023). The Influence of Video Advertising, Price Discounts and Free Tiktok Shop Shipping on Purchase Interest Of North Sumatra University Students. *Journal Of Humanities Social Sciences and Business (Jhssb),* 3(2), 270–282. https://doi.org/10.55047/jhssb.v3i2.877

Vicente-Ramos, W., & Cano-Torres, L. M. (2021). The effect of digital marketing on the management of relationships with university students in times of Covid-19. *International Journal of Data and Network Science,* 6(1), 59–66. https://doi.org/10.5267/j.ijdns.2021.10.004

Wang, X., & Guo, Y. (2023). Motivations on TikTok addiction: The moderating role of algorithm awareness on young people. El Profesional De La Informacion. https://doi.org/10.3145/epi.2023.jul.11

Wulandari, R. S., & Hakim, L. (2023). Social media content implementation Tiktok in personal development branding students of communication Ahmad Dahlan University. *Symposium of Literature Culture and Communication (SYLECTION)* 2022, 3(1), 475. https://doi.org/10.12928/sylection.v3i1.14019

Yélamos-Guerra, M. S., García-Gámez, M., & Moreno-Ortiz, A. J. (2022). The use of Tik Tok in higher education as a motivating source for students. Porta Linguarum Revista Interuniversitaria De Didáctica De Las Lenguas Extranjeras, 38, 83–98. https://doi.org/10.30827/portalin.vi38.21684