Lavish Opulent Education

International Journal of Social, Economic, and Business
Vol.2, No.2, 2025, pp. 84-91
Journal homepage: https://ejournal.lavishopulent.com/ojs/index.php/ijseb/index
E-ISSN: 3063-9832

Comparative Analysis Of The Effectiveness Of Tiktok And Instagram As Marketing Media For Skintific Products

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Received : 18 June 2025
Accepted : 8 July 2025
Published : 23 September 2025

Keywords:
Digital Marketing, Engagement, Brand Awareness, Purchase Intention

ABSTRACT

Social media today functions not only as a channel for interaction between businesses and customers but also serves as a key tool for enhancing brand awareness and driving sales. In Indonesia, Instagram and TikTok hold significant positions in shaping social media consumption behavior. This study aims to compare the effectiveness of these two platforms in the marketing strategy of Skintific, a brand that began operations in Indonesia in early 2022. A comparative quantitative method was employed, collecting data through surveys administered to respondents who had been exposed to Skintific advertisements on both TikTok and Instagram. Statistical parametric analysis was conducted on indicators such as engagement, brand awareness, and purchase intention. The results revealed a significant difference in marketing effectiveness between the two platforms, with TikTok achieving a higher average score compared to Instagram. These findings suggest that TikTok is more effective for Skintific's marketing activities in Indonesia than Instagram.

INTRODUCTION

In today's dynamic digital era, social media has evolved into one of the fundamental pillars of modern business marketing strategies. Platforms such as TikTok, Instagram, and Facebook create two-way communication channels that enable brands to engage authentically and foster stronger connections with their audiences. Beyond serving as communication tools, social media is now recognized as a highly effective means to enhance brand awareness and stimulate consumer purchase intent through continuously advancing innovative features. Indonesia ranks among the countries with the highest social media adoption globally, supported by growing internet penetration and mobile technology usage. Instagram has long been a trusted platform for visual promotions, strengthening brand image, and reaching a broad user base with aesthetic photos, videos, and stories. In contrast, TikTok introduced an interactive short-video format that rapidly gained virality, capturing the attention primarily of younger generations and driving shifts in digital media consumption habits across the country.

Recent statistics highlight significant changes in user behavior on these two platforms. In 2025, Indonesia was reported to have the largest number of TikTok users worldwide, with over 82% of adults actively engaging on the app monthly, fueled by creative content, viral trends, and high engagement opportunities. Meanwhile, Instagram has maintained its relevance among a substantial user base, often utilized to explore product and brand information. Short-form video content via TikTok and Instagram Reels remains a key attraction in digital marketing, regarded as one of the most effective strategies for building awareness and increasing audience engagement. However, user dynamics on both platforms

continue to evolve. TikTok's audience now extends beyond teenagers, gaining popularity among the 25-34 age group, thereby broadening the potential market for businesses. Within the beauty industry, Skintific exemplifies a brand successfully leveraging social media virality to expand reach and boost customer loyalty by adopting creative marketing strategies on TikTok while maintaining high-quality visual content on Instagram.

Although various studies have highlighted the high effectiveness of promotions on both TikTok and Instagram without significant differences, ongoing changes in the social media landscape including evolving algorithms, new features, and shifting demographic characteristics necessitate updated research to determine which platform is currently most optimal for marketing skincare brands like Skintific. Accordingly, this study aims to explore and compare the effectiveness of TikTok and Instagram as marketing media for Skintific products. The findings are expected to provide insights into which platform better supports marketing objectives while adapting to the latest developments in Indonesia's digital environment.

LITERATURE REVIEW

TikTok as a Marketing Medium

Since its launch in 2016, TikTok has rapidly grown into one of the largest social media platforms worldwide, including in Indonesia, where it has been downloaded over 110 million times. The platform enables users to create and share short videos ranging from 15 seconds to 30 minutes, supported by interactive features such as the For You Page (FYP), live streaming, duets, and TikTok Shop, which facilitates direct in-app transactions. These features not only enhance user engagement but also open substantial opportunities for businesses to promote their products creatively and interactively (Aqlino Army Muhamad Nevada, 2023; Nurchairani & Pagiwati, 2024).

In the realm of digital marketing, TikTok is well-known for its algorithm that customizes content according to user preferences, thereby enabling promotional materials to reach the most relevant audiences. The platform offers a variety of advertising formats, including In-Feed Ads, Branded Hashtag Challenges, and TopView Ads, all of which can be tailored to target specific market segments. Through TikTok For Business, advertisers can effectively manage and optimize their campaigns (E-Jurnal Nobel, 2025; Nurchairani & Pagiwati, 2024). Moreover, TikTok Shop allows seamless product transactions within the app, positioning TikTok as both a marketing channel and a powerful sales tool, especially for e-commerce businesses. Another notable advantage lies in its two-way interaction via live streams and comment sections, fostering consumer trust and loyalty (Sudradjat, 2022; Mumtaz & Saino, 2021).

Research indicates that marketing on TikTok can increase purchase intention through easily digestible creative content, particularly among younger demographics such as Gen Z and millennials. Leveraging popular trends and influencer partnerships helps to expand reach and boost engagement (Chung et al., 2023; Aisha Nurchairani & Rosy Tri Pagiwati, 2024). Overall, TikTok presents significant opportunities as an innovative digital marketing platform, equipped with features and algorithms that enhance campaign effectiveness, especially within the social commerce sector and beauty industry.

Instagram as a Marketing Medium

Introduced in 2010 by Kevin Systrom and Mike Krieger, Instagram has grown into one of the most popular social media platforms, emphasizing visual content as its primary means of communication. The name "Instagram" itself combines "insta" (instant) and "gram" (telegram), reflecting the platform's ability to quickly upload photos and videos and efficiently disseminate information (Hu et al., 2014). Over time, Instagram has incorporated features such as Stories, IGTV, and Reels to support various types of creative content and enhance user interaction. Stories allow for temporary posts that remain

visible for 24 hours, while Reels provide short videos up to 90 seconds long, which can include effects and music, making them highly effective in reaching broader audiences (De Veirman et al., 2017; Sheldon & Bryant, 2016).

From a marketing perspective, Instagram offers business accounts equipped with contact information, call-to-action buttons, and detailed analytics tools to help businesses better understand their audience's behavior and preferences. Hashtags play a vital role in expanding reach and simplifying content discovery. Moreover, the Shopping feature enables brands to create product catalogs, tag items in posts, and connect users directly to the purchase process without leaving the app. Instagram Live serves as an interactive platform for real-time broadcasts that can be used for product demonstrations, Q&A sessions, or new product launches, strengthening consumer engagement (Phua et al., 2020; Jin & Ryu, 2020).

Thanks to these diverse features, Instagram has become a highly effective marketing platform for building customer relationships, raising brand awareness, and strengthening brand loyalty. Its ability to blend compelling visuals with real-time interaction makes Instagram an essential component of digital marketing strategies, particularly in enhancing brand presence and delivering a more personalized and authentic user experience (Lou & Yuan, 2019). The platform continues to evolve with technological advancements and shifting user trends, ensuring its relevance as a promotional tool in today's digital landscape.

Indicators of Marketing Effectiveness

In evaluating marketing effectiveness, especially in the digital and social media era, several key indicators are consistently used to measure the success of marketing strategies. These indicators help to understand how audiences respond to content and the extent to which marketing campaigns achieve their objectives, particularly within the scope of this study. The three main aspects focused on are engagement, brand awareness, and purchase intention.

1. **Engagement**
   Engagement on social media reflects the interaction between consumers and business content shared on these platforms. It can be measured through metrics such as likes, comments, and shares. However, marketing success is not solely assessed by these numbers but also by the overall level of user involvement with the content (Yiyi & Ying in Salsabilah et al., 2024). Engagement can be categorized into two primary forms: direct responses such as likes and comments, and content-sharing actions that help widen the reach of information to a broader audience (Georgia et al., 2023). While likes are personal and indicate appreciation, sharing tends to have a more open nature and significantly enhances content visibility. Therefore, both serve distinct yet complementary roles in evaluating the effectiveness of marketing content (Yiyi & Ying in Salsabilah et al., 2019).
2. **Brand Awareness**
   Brand awareness refers to the consumer's level of recognition and familiarity with a brand, which plays a crucial role in the purchasing decision process (Rangkuti in Awalia, 2024; Kotler & Keller in Awalia, 2024). Herdana (in Awalia, 2024) emphasizes that consumers tend to choose products from brands they already know. Brand awareness measurement is typically based on three main indicators:

- Brand Recognition: the consumer's ability to identify the brand when presented;
- Brand Recall: the ability to mention the brand unaided within a product category;
- Top of Mind: the brand that first comes to mind, reflecting its dominant position in the consumer's memory.

Enhancing brand awareness through social media has become a vital strategy

for companies to strengthen their brand positioning in the market.

3. **Purchase Intention**
   Purchase intention is the consumer's interest and willingness to buy a product following exposure to information or recommendations, which can ultimately drive the purchase decision (Kotler & Keller in Nikita, 2024). Schiffman & Kanuk (in Nikita, 2024) describe purchase intention as the liking that motivates an individual to seek out a product. Tjiptono (in Nikita, 2024) states that purchase intention is influenced by psychological factors (internal consumer dynamics), social factors (environment and culture), and the marketing mix, including product, price, promotion, and distribution. Adila & Aziz (in Awalia, 2024) identify four stages of purchase intention:

- *Attention*: consumer focus or awareness of the product;
- *Interest*: attraction towards the product;
- *Desire*: the wish to own the product;
- *Action*: the decision to purchase the product.

METHOD

This study employs a descriptive comparative quantitative method to evaluate the marketing effectiveness of Skintific products on two social media platforms, TikTok and Instagram. Data were collected via an online survey targeting active Skintific consumers who use either or both platforms. Parametric statistical analysis was applied to test significant differences across the variables of engagement, brand awareness, and purchase intention.

1. **Research Population**
   The study population consists of Skintific product consumers with Instagram or TikTok accounts, ensuring that the data reflects the marketing impact on users already familiar with and exposed to the brand’s advertisements.

2. **Data Collection Technique**
   Data were gathered through online questionnaires distributed via social media channels such as Instagram and WhatsApp. Access to the survey was restricted to respondents meeting the study’s inclusion criteria.

3. **Research Sample**
   The sample size represents 10% of the total followers of Skintific's official Instagram account (@skintificid), estimated at around one million users. This proportion is considered representative given the large population size.

4. **Data Analysis Technique**
   Data analysis employed difference testing methods to assess whether significant differences exist between the measured variables from TikTok (X1) and Instagram (X2). The Independent Sample T-Test was utilized for this purpose. The analysis procedure includes several key steps:

- Validity Test: Ensuring the questionnaire accurately measures the intended variables, thus securing valid and reliable data.
- Reliability Test: Evaluating the consistency of the measurement tool to confirm stable and reproducible results under similar conditions.
- Normality Test: Checking whether the data distribution meets the normality assumption, which is crucial for selecting appropriate statistical tests.
- Homogeneity Test: Assessing the equality of variances between the TikTok and Instagram data groups as a prerequisite for parametric testing.
- Independent Sample T-Test: Applied to evaluate mean differences between the two independent groups TikTok and Instagram user responses. This test determines whether a statistically

significant difference in marketing effectiveness exists between the platforms based on the measured variable scores.

This systematic approach ensures that data analysis and comparison are conducted rigorously, producing trustworthy conclusions about which platform is more effective for marketing Skintific products.

The research population consisted of Skintific product consumers with Instagram or TikTok accounts, ensuring that the data reflected the marketing impact on users familiar with and exposed to the brand advertisements. Data collection was conducted using online questionnaires distributed via social media channels such as Instagram and WhatsApp, with survey access restricted to respondents meeting the study's inclusion criteria. The sample size represented 10% of the total followers of Skintific's official Instagram account (@skintificid), which is approximately one million users; this proportion is considered representative given the large population size. Data analysis involved difference testing methods to determine whether significant differences existed between the measured variables from TikTok (X1) and Instagram (X2) users.

The Independent Sample T-Test was utilized for this purpose, following several key steps: validity testing to ensure the questionnaire accurately measured the intended variables, reliability testing to assess the consistency of the measurement tool, normality testing to verify that data distribution met the assumption of normality required for parametric tests, and homogeneity testing to evaluate the equality of variances between TikTok and Instagram groups. Finally, the Independent Sample T-Test compared the mean responses between the two groups to identify statistically significant differences in marketing effectiveness. This systematic approach guarantees a rigorous data analysis and comparison process, producing reliable conclusions about which platform is more effective for marketing Skintific products.

RESULT

Significance of the Effectiveness of TikTok and Instagram as Marketing Media

To determine the significance of the difference in effectiveness between Instagram and TikTok as marketing media for Skintific products in Indonesia, the researchers conducted several statistical tests to examine whether a significant disparity exists between the two platforms. The results reveal a notable difference in the marketing effectiveness of TikTok and Instagram as promotional channels for Skintific. Quantitatively, TikTok outperforms Instagram across key marketing indicators such as engagement, brand awareness, and purchase intention.

Table 1. Independent Sample T Test

Item	t Hitung	t tabel	Sig. (2-tailed)
Variabel X1 & X2	22.893	1.984	0.000

Sumber. Data processed by researcher, 2025, SPSS 25

As shown in Table 1, the Independent Sample T-Test results reveal a significance value (Sig. 2-tailed) less than 0.05, and the calculated t-value exceeds the critical t-value. This indicates that the alternative hypothesis (H1) is accepted, confirming a significant difference in the effectiveness of TikTok and Instagram as marketing media for Skintific products.

TikTok's marketing advantage is believed to stem from its highly responsive algorithm, which favors viral content and facilitates rapid, widespread dissemination of information, especially through the For You Page (FYP) feature. This feature enables content to appear personally and precisely to the most relevant users, thereby increasing the likelihood of a product gaining significant attention in a short period. Additionally, TikTok's predominantly young user base plays a crucial role, aligning well with Skintific's target market segment.

Therefore, the findings indicate that TikTok serves as a more effective marketing channel than Instagram for Skintific products in Indonesia. The platform's unique algorithm and distinct user content consumption patterns provide a competitive edge for brands seeking to enhance brand awareness and drive purchase decisions more efficiently in today's digital landscape. These insights offer valuable guidance for marketing managers aiming to optimize social media strategies for greater precision and impact.

Effectiveness Based on the Engagement Indicator

The analysis demonstrates that TikTok exhibits a significantly higher engagement level compared to Instagram, with an average score of 3.39 versus 2.8 on Instagram. TikTok users tend to be more actively engaged in viewing and interacting with content, particularly Skintific's products. This is supported by TikTok's algorithm, which prioritizes viewing duration and encourages interactions such as likes, comments, and shares. Conversely, Instagram emphasizes overall engagement; however, the reach of posts heavily depends on the number of followers, which constrains user interaction to a relatively limited extent. TikTok's advantage is further evident in its potential for content virality through engaging short-form videos that appeal to younger audiences. In contrast, Instagram focuses more on visual quality and storytelling. These differing interaction patterns and underlying algorithmic mechanisms significantly influence the levels of user engagement on each platform.

Effectiveness Based on the Brand Awareness Indicator

Brand awareness is a critical marketing metric that measures the extent to which consumers recognize and recall a brand. According to the questionnaire data analysis, TikTok outperformed Instagram, with an average score of 3.41 compared to 2.8. This advantage is evident in TikTok users' greater ease in recognizing the product, feeling closer to brand-related content, and receiving product information more effectively. The brand awareness assessment in this study encompasses product recognition through the platform, user attachment to product content, and the effectiveness of information delivery. TikTok consistently excelled across all three dimensions, supporting Skintific's marketing strategy that prioritizes this platform to enhance brand awareness and recall. A key factor in TikTok's success is its algorithm, which facilitates rapid and broad content dissemination, helping products reach wider audiences especially younger generations, who constitute the core target market for this skincare brand.

Effectiveness Based on the Purchase Intention Indicator

Purchase intention is a key indicator that measures the extent to which consumers are interested in and inclined to make a purchase after being exposed to promotional content. The study's findings indicate that TikTok holds an advantage over Instagram in this regard, with an average score of 3.4 compared to 2.82 for Instagram. TikTok users tend to be more motivated to consider purchasing after viewing promotional content, a tendency influenced by the TikTok Shop feature, which facilitates direct transactions within the app without requiring users to switch platforms. This feature accelerates the purchasing process and enhances the potential for impulsive buying.

Additionally, TikTok's adaptive algorithm personalizes content delivery, making promotions more targeted and increasing the likelihood of rapid virality. In contrast, Instagram relies more heavily on follower networks and prior interactions, which can limit promotional reach if an account has fewer followers. Nonetheless, Instagram remains strong in converting sales for higher-value products through its shopping features integrated with high-quality visual content. From the perspective of marketing skincare products like Skintific, TikTok proves highly effective in quickly and

interactively reaching younger consumers, thereby significantly boosting purchase intention.

Conclusion

This study reveals a significant difference in the marketing effectiveness of Skintific products between the social media platforms TikTok and Instagram. Overall, TikTok proves to be more effective than Instagram in capturing consumer attention and driving behavioral responses. This superiority is evidenced by higher scores across the three main marketing indicators: engagement, brand awareness, and purchase intention. TikTok's advantage is supported by its adaptive and responsive algorithm, particularly through the For You Page (FYP) feature, which enables wide and targeted content dissemination. Moreover, the predominantly young user base on TikTok aligns well with the target market for skincare products like Skintific. The platform's TikTok Shop feature also facilitates direct in-app transactions, accelerating the purchasing process and enhancing the potential for impulse buys. In contrast, Instagram while effective in converting sales for higher-value products faces limitations in promotional reach due to its heavy reliance on follower counts. Therefore, TikTok emerges as a more strategic choice for marketing Skintific products in today's digital era.

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