REIZUKA ARI'S NARRATIVE STRATEGIES AND THEIR IMPACT ON TEENAGE GIRLS' CONSUMPTION ON TIKTOK

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Abstract

In the digital era, TikTok has become an influential social media platform that shapes people's consumption behavior. This study aims to analyze the role of Reizuka Ari as a content creator in creating digital consumption trends through narrative strategies and assertive communication. The researcher used a qualitative approach with a narrative content analysis method on several videos uploaded by Reizuka Ari that review food and beauty products. The analysis results show that Reizuka Ari consistently conveys product information clearly and relatably through a distinctive language style, strong expressions, and attractive visuals. He also utilizes the TikTok affiliate feature and builds active interactions with his followers. The combination of narrative elements, visuals, and an honest and persuasive communication approach successfully creates emotional engagement with the audience and encourages consumptive actions. This study concludes that content creators like Reizuka Ari are information providers and strategic agents who can influence digital consumption patterns through effectively curated content.

Keywords: *Content Creator, Tiktok, Consumption Trends, Narrative Strategy, Digital Communication.*

Abstrak

Di era digital, TikTok menjadi platform media sosial yang berpengaruh dalam membentuk perilaku konsumsi masyarakat. Penelitian ini bertujuan untuk menganalisis peran Reizuka Ari sebagai konten kreator dalam menciptakan tren konsumsi digital melalui strategi naratif dan komunikasi asertif. Peneliti menggunakan pendekatan kualitatif dengan metode analisis konten naratif terhadap beberapa video unggahan Reizuka Ari yang mengulas produk makanan dan kecantikan. Hasil analisis menunjukkan bahwa Reizuka Ari secara konsisten menyampaikan informasi produk secara jelas dan relatable melalui gaya bahasa yang khas, ekspresi yang kuat, serta visual yang menarik. Ia juga memanfaatkan fitur TikTok affiliate dan membangun interaksi yang aktif dengan pengikutnya. Kombinasi elemen narasi, visual, serta pendekatan komunikasi yang jujur dan persuasif berhasil menciptakan keterlibatan emosional audiens dan mendorong tindakan konsumtif. Penelitian ini menyimpulkan bahwa konten kreator seperti Reizuka Ari tidak hanya menjadi penyampai informasi, tetapi juga agen strategis yang mampu memengaruhi pola konsumsi digital melalui konten yang dikurasi secara afektif.

Kata kunci: *Konten Kreator, Tiktok, Tren Konsumsi, Strategi Naratif, Komunikasi Digital.*

INTRODUCTION

Digital platforms have transformed how individuals consume media, communicate, and make purchasing decisions (Fang & Liu, 2024; Nicholson et al., 2021). TikTok, one of the fastest-growing social media platforms, has proven to be a powerful tool for influencing consumption behavior, especially among teenage women (Akbari et al., 2022; Purnamasari & Tutiasri, 2021). Its short-form video format, personalized algorithm, and virality mechanisms enable content creators to reach broad audiences and shape cultural trends. TikTok is a means of expression and communication, and it opens up significant opportunities in marketing activities because it can reach consumers widely at a relatively low cost (Anaqhi et al., 2023).

TikTok, a video-based platform from China, has become a powerful promotional tool due to its algorithm-driven features, such as the "For You Page" and affiliate links. These features enable content creators to shape trends and influence consumer behavior, particularly in the areas of lifestyle and beauty product consumption (Maulana & Sandyawati, 2023; Wulandari, 2021). .

Reizuka Ari, a content creator with millions of followers, exemplifies how personal branding, narrative strategies, and assertive communication can significantly affect followers' purchasing choices. While previous studies on influencer marketing have highlighted the impact of online personas on consumer trust and product adoption (Achmad & Rahmawati, 2024; Kádeková & Holienčinová, 2018), they have largely focused on general patterns of influence.

Few existing studies have specifically investigated how Indonesian TikTok content creators employ narrative and affective communication strategies to construct persuasive content in the context of digital consumption. This study addresses that gap by examining how creators like Reizuka Ari utilize storytelling, emotional appeal, and platform features to influence audience engagement and consumer behavior. .

Content creators like Reizuka Ari influence consumption behavior through short video formats that are dense with information and attractive visuals. Content such as tutorials, product reviews, and challenges makes the audience more interested and easily access the products displayed. Consumption trends are formed

due to the influence of two things: social proof, which is trust in a product because of the large amount of public support, and peer pressure, which is the urge to follow trends due to social pressure (Klug et al., 2021).

For example, the food review videos uploaded by Reizuka Ari in the last few months have increased product sales in just a few days. This phenomenon happens because the content creates an impression of popularity through many comments, views, and interactions. People feel compelled to follow trends without considering actual needs, but because they want to be part of what is popular (Jarvis, 2021; Martin-Neira et al., 2025).

Reizuka Ari's creativity and ability to string together sentences when explaining beauty, fashion, and food products have attracted millions of viewers to watch them. Content creator Reizuka Ari can appear different from other content creators by emphasizing the narrative and uniqueness of his language in a product review that can trigger virality on the TikTok platform. The intonation in each TikTok video makes the audience comfortable listening to it. With the addition of convincing expressions, it is difficult for the audience to miss any content. Influencer marketing is one of the factors underlying the success of marketing through social media. By definition, influencer marketing is a marketing method that influences people who are considered the target audience for the brand or product (Elli, 2017).

Content creator Reizuka Ari can change the way we shop. Through creative strategies and engaging narratives, people can trigger a viral phenomenon that can psychologically influence consumer behavior to want to buy the product. Explanations about a product are not just promotions but also create emotional connections with the audience. The existence of creative and informative content can increase followers' trust in the product, thereby increasing the probability of purchase. Reizuka Ari also follows trends such as unboxing, tutorials, DIY, before-and-after content, and collaborations to attract viewers and influence their purchasing decisions.

One of the reasons why TikTok is the choice of content creators like Reizuka Ari is the existence of the For You Page (FYP) feature, which contains a collection

of recommended videos, hashtag challenges, and acts as a label that categorizes TikTok videos. This feature makes finding and following the challenge easier for other users. This feature dramatically facilitates a content creator to reach a broader audience to create consumption trends on the TikTok platform (Fatimatuzzahro & Achmad, 2022; Manullang & Yahfizham, 2023).

Reizuka Ari's role goes beyond just being a content creator. He is a strategic figure who can shape new consumption patterns through emotionally curated digital narratives. His primary target audience is teenage girls who have the character of impulsive consumers (Khelsea et al., 2021). His digital activities on TikTok show that social media has great power in shaping modern society's consumption habits and lifestyles.

This study addresses that gap by investigating the narrative content strategies of Reizuka Ari on TikTok and how these influence trends in consumer behavior. The novelty of this research lies in its focus on qualitative narrative analysis within the TikTok platform, emphasizing affective strategies and engagement. Specifically, this study aims to investigate how Indonesian TikTok content creators utilize storytelling, emotional appeals, and platform features to influence consumer attitudes and drive digital consumption.

RESEARCH METHODS

This study employs a qualitative descriptive approach, utilizing narrative content analysis, to understand the communication strategies employed by Reizuka Ari in attracting audience attention and encouraging consumption behavior on TikTok. By analyzing the structure, meaning, and social context of narratives, this method enables researchers to explore how individuals shape their identity and worldview through shared stories (Zenobia & Christin, 2024).

Narrative content analysis focuses on interpreting individual stories in a particular social context. This method allows researchers to understand how individuals form meaning from their experiences through narratives and how these narratives reflect their identities and worldviews (Nursubchiana & Zarkasi, 2024) This study uses narrative content analysis to examine the communication strategies

Reizuka Ari applies in crafting narratives that attract and influence audiences on the TikTok platform.

The data were sourced from selected videos of Reizuka Ari's TikTok account (@dictionarei), focusing on content promoting beauty and food products. The data collection involved non-participant observation of video content and user comments (Kusuma & Sholikah, 2023). Criteria for video selection included high engagement (likes, comments, shares), relevance to consumer products, and recent publication within the last year (Akbari et al., 2022).

To collect data systematically, the researcher recorded and categorized narrative elements in content and audience interactions. This study analyzed 6 TikTok videos selected based on specific criteria. The research period spanned from September 1, 2024, to December 18, 2024, allowing sufficient time for data collection and analysis to achieve the study's objectives. The videos were uploaded on different dates:

(1) September 2, 2024 (https://vt.tiktok.com/ZSkJ53ynn/)

(2) September 9, 2024 (https://vt.tiktok.com/ZSkJ5Kytf/)

(3) October 20, 2024 (https://vt.tiktok.com/ZSkJBAyDd/)

(4) October 23, 2024 (https://vt.tiktok.com/ZSkJBsecP/)

(5) October 25, 2024 (https://vt.tiktok.com/ZSkJ5x2YU/)

(6) November 18, 2024 (https://vt.tiktok.com/ZSkJBGoY7/)

The analysis framework focused on identifying recurring narrative patterns, communication styles, and visual presentation techniques, including the strategic use of TikTok's interactive features, such as affiliate links. To ensure the validity of the findings, triangulation was conducted through repeated observation, theoretical cross-checking, and peer debriefing. These combined methods provided a comprehensive understanding of how Reizuka Ari constructs meaning and exerts influence through digital storytelling (Katiaj et al., 2024).

During the analysis process, the researcher identified narrative structures in the video content, including elements such as orientation, complication, evaluation, and resolution (Jung & Su, 2024). In addition, researchers also evaluated the use of symbols, language, and visual elements to strengthen messages and build emotional

connections with the audience. This analysis aims to reveal effective communication strategies for building resonant narratives and influencing audience consumption behavior (Zhao & Abidin, 2021).

RESULTS AND DISCUSSION

The analysis revealed several narrative and visual strategies used by Reizuka Ari that contribute to the formation of consumption trends among his followers. As a content creator, Reizuka Ari actively utilizes his TikTok account to build branding, strengthen brand awareness, and encourage purchasing decisions through targeted digital communication strategies. This effort aims to simplify the marketing process and strengthen consumer trust in the products offered. This discussion examines in depth how the strategies used by Reizuka Ari contribute to triggering consumption trends among his audience.

This study analyzes how Reizuka Ari can trigger consumption trends through his TikTok content, especially for the target of teenage female consumers. The researcher identified several main strategies implemented, including narrative strategies, use of visuals and effects, communication style and expression, product information delivery, and audience interaction and engagement.

1. Narrative Strategy: Engaging Audience's Emotions

Reizuka Ari uses a narrative strategy to create every TikTok content he uploads. He designs stories relevant to everyday life, utilizes humor, and plays on the audience's emotions to create appeal. This strategy attracts attention and builds emotional closeness that encourages active interaction from the audience.

In one of his videos, Reizuka shares his experience of traveling and getting exposed to sunlight. He then recommends exfoliating products such as glycolic and lactic acid, which BPOM has licensed. He conveys the information with a clear voice and expressive tone to convey the message effectively. This narrative strategy is a strong form of storytelling because it can convey information while influencing the audience's perception of the product.

Green and Brock (2000) state that a compelling narrative can increase engagement and trust in the message delivered because it generates cognitive and emotional engagement. Positive comments, such as one from the @OkaUlfiana account expressing admiration for Reizuka's delivery style, reflect the effectiveness of his narrative strategy. These responses show that personal narratives strengthen communication and enhance both the communicator's and the promoted brand's credibility.

"Iri sma km bukan krna km penghasilannya banyak, tapi iri bgt soalnya km pinter bgt, cara ngomongnya itu lho.. ingin bgt ky gtu" (Translation: I envy you not because you earn a lot, but I envy you because you are so smart, you know, the way you talk... I really want to be like that. Comment from @OkaUlfiana).

Comments like this show that Reizuka Ari's delivery method can build an emotional connection with the audience, while increasing trust in the product He promotes. This finding confirms the relevance of narrative theory in digital marketing, where storytelling is a key instrument in building relationships with the audience and driving purchasing decisions (Escalas, 2008).

The delivery of product information by content creators such as Reizuka Ari demonstrates the relevance of Anderson's (1982) Information Integration Theory, as expanded by Littlejohn and Foss (2009). This theory suggests that individuals form attitudes by processing multiple pieces of information. Although received passively, audiences actively assess the credibility, coherence, and relevance of the message. Among Indonesian teenagers, persuasive elements such as humor, a casual tone, and culturally resonant visuals (e.g., slang, music, trends) shape their perception. Humor softens commercial intent and fosters relatability, while an informal tone reflects peer-to-peer communication, thereby boosting trust. These tactics align with Indonesia's collectivist, youth-driven digital culture, where emotional appeal and peer validation heavily influence consumer behavior, making such strategies particularly effective for engagement and persuasion.

2. Use of Visuals and Effects: Consistency in Quality

Reizuka Ari applies visuals and effects effectively in every TikTok video. He utilizes video graphics with proportional color composition and lighting to attract the attention of viewers and strengthen the aesthetics of the products displayed. He also uses transition effects appropriately to create an entertaining visual flow. Not only relying on visuals and effects, Reizuka Ari adds informative overlay text to strengthen the message He wants to convey. The combination of visuals, effects, and overlay text successfully attracts the audience's interest and makes them enjoy the content until the end.

The visual aspect is an important element in conveying video content. Good use of visuals encourages the formation of a positive perception of the product, thus increasing the likelihood of viewers trying and buying the product. Audio-visual media is a series of electronic images accompanied by sound in videotapes. Visuals are one of the effective ways to convey information through images, videos, or other visual elements (Ong, 2020).

Reizuka Ari can convey information in an engaging and easy-to-understand way thanks to clear visuals. We can see this from all the content He uploads, which always displays high-quality visuals with bright lighting. Comfortable visuals make the audience not easily bored and can listen to the product explanation well. This consistent visual quality causes many people to watch Reizuka Ari's content. By presenting bright lighting and comfortable visuals, Reizuka has managed to maintain the audience's attention from the beginning to the end of the video. Consistent visual quality also increases the chances of the audience watching until the end and increases the reach of the content (Nugroho et al., 2024). Using appropriate visual elements in social media strengthens the dual coding information processing theory findings, which state that combined visual and verbal information can increase audience retention and understanding (Ernawati, 2022; Hermawan, 2013).

To further illustrate how persuasive strategies function within influencer marketing, delivery practices involving personal storytelling, live demonstrations, and visual narratives serve as practical examples. These practices support Information Integration Theory by offering multiple informational cues for audience processing. This strategy aligns with the findings of Kapitan and Silvera (2016), who emphasize that content grounded in personal experience and conveyed by endorsers with authentic narratives tends to be more effective in shaping positive attitudes toward products.

3. **Communication Style and Expression: Personal and Authentic**

Reizuka Ari adopts an expressive communication style, paying attention to body language, voice intonation, and facial expressions. This style creates a more personal and authentic impression, so that it can influence the audience's perception and purchasing decisions. Communication style and expression are important strategies in conveying information, especially to trigger consumption trends among the audience. Communication style includes verbal and nonverbal interactions, reflecting the individual's character (Anca Jurj, 2019).

By using the right communication style, we can avoid misunderstandings that can cause conflict, such as anger or disappointment. Therefore, each needs to master a good communication style so that the information delivery process runs smoothly and effectively. Reizuka Ari uses simple language and builds familiarity with the audience, making the message conveyed easy to understand. He also adds the correct intonation and expression to add to the appeal of the content. Expression is expressing feelings through body movements, voice, or facial expressions (Oktaviana et al., 2021).

The correct expression helps the audience to appreciate and understand the information conveyed. In his content, Reizuka Ari often includes light humor and responds to comments from the audience. This strategy creates emotional closeness and shows that he listens to his audience. A good communication style

helps him shape the audience's perception and direct the conversation according to the goal.

Reizuka Ari demonstrated an effective communication style when He reviewed food made from squid and noodles. He used an assertive communication style when conveying his opinion. Assertiveness is the ability to communicate desires, feelings, and thoughts while still respecting the rights and feelings of others (Lee, 2025). An assertive communication style is best because it conveys messages without coercion or offending others (Sims, 2017).

"Kamu jujur bilang kalau rasa makanannya terlalu pedas buatmu, tapi kamu jelas suka banget isi dan bumbunya. Ulasanmu yang bilang kalau gak suka mi yang terlalu matang dan disimpan terlalu lama. Menurutku sih, kamu nyampaiinnya sopan dan jujur. Aku suka caramu jelasin" (Translation: You honestly said that the food was too spicy for you, but you clearly loved the filling and seasoning. Your review said that you didn't like the noodles being overcooked and kept for too long. I think you said it politely and honestly. I like the way you explained it. Comment from @amaliaa.).

The communication expression used by Reizuka Ari is personal and assertive, as an effort to build healthy relationships with the audience and convey his opinions without harming others. Personal and expressive communication strategies support the interpersonal communication theory that emphasizes the importance of affective and nonverbal aspects in forming impressions and building trust (Knapp & Daly, 2011).

4. Product Information Delivery: Detailed and Persuasive

Reizuka Ari delivers product information interestingly and convincingly in every TikTok video. This strategy plays an important role in attracting the audience's attention and has the potential to trigger consumption trends. The correct information can form a positive perception and encourage consumer action towards a product.

Social interaction is the foundation of this process. Social interaction is a reciprocal relationship that mutually influences the thoughts and actions of individuals, and cannot be separated from social and community life (Putra & Achmad, 2022). This interaction forms the connection between communicators and audiences in the context of social media (Lowisz, 2017).

Through the Information Integration Theory, Littlejohn explains that communicators collect and organize information about people, objects, situations, and thoughts to form judgments (Wijaya & Utami, 2021). The study shows that delivering information via TikTok significantly impacts the consumer behavior of Generation Z.

Reizuka Ari always delivers detailed information, from the uses to the product's benefits. He consistently emphasizes the advantages of the product in every video. In addition, He uses a direct demonstration method, for example, by showing how to use the product in real life and relating it to everyday experiences experienced by the audience. For example, when explaining a moisturizer product, Reizuka Ari conveys the benefits of the product:

"Meskipun dia gel dan mudah meresap, tapi dia juga punya sifat oklusif atau melapisi kulit sehingga kelembapannya nggak gampang menguap, jadi tuh lama ini lembabnya. Teksturnya ini kelihatan kayak thick, tebal begitu kan, eii sangat ringan, ini langsung mencair, untuk kulit oily enak banget." (Translation: Although it is a gel and easily absorbed, it also has occlusive properties or coats the skin so that the moisture does not evaporate easily, so it takes a long time to moisturize. The texture looks thick, it's very light, it melts immediately, it's really good for oily skin).

During the explanation, he also did a live demonstration by applying the product to his face, thus giving the audience a real picture. He even inserted personal reviews such as "Small but spicy," strengthening the authentic impression. Personal expressions create an emotional closeness between the message deliverer and the audience.

This delivery strategy provides an indirect experience to the audience as if they were trying the product. The audience can imagine the benefits and uses in concrete terms. With this approach, Reizuka Ari has succeeded in building audience trust in the products he promotes. Delivering product information is important in shaping consumer perceptions and encouraging consumer behavior, especially in the era of social media like TikTok. The content developed by Reizuka Ari shows how a systematic and structured communication strategy can influence the audience, especially Generation Z (Zhao & Abidin, 2021).

From a communication perspective, social interaction is a reciprocal process that influences the thoughts and actions of individuals in everyday life. This interaction is the foundation for building trust and emotional attachment between creators and their followers. The delivery of information in this context is not only about conveying a message but also involves efforts to shape the product's image in the minds of consumers (Cheung et al., 2020).

In social media, the delivery of information by content creators such as Reizuka Ari plays a significant role in influencing audience preferences and purchasing decisions. Previous research has shown that the delivery of information on the TikTok platform significantly influences Generation Z's consumer behavior (Ahmad et al., 2024; Wijaya & Utami, 2021). These findings support the assumption that creators can use visual and verbal communication to construct a positive image of a product, which ultimately encourages consumption.

When creators combine visual demonstrations with verbal explanations, they generate an indirect experiential effect that helps the audience feel more connected to the product. This immersive presentation lets the audience visualize how the product fits into their daily lives. As a result, this narrative and visual delivery strategy helps build trust and increase consumer purchasing intentions. By presenting compelling visuals and relatable stories, content creators enhance

the persuasive power of their messages and make them more effective in shaping consumer decisions (Natrio & Lestari, 2024; Shannon & Chantavoraluk, 2019).

5. **Engagement and Interaction: The Key to Digital Social Relationships**

Engagement is a form of active consumer involvement in accessing and responding to digital content (Schellewald, 2021). Digital business actors use engagement as a measurable indicator of the quality of consumer relationships. This form of engagement includes giving likes, sharing content, and providing comments that indicate emotional closeness and message relevance (Perreault & Mosconi, 2018).

Meanwhile, social interaction is the basis of digital social life because interaction allows two-way communication between creators and audiences (Xu et al., 2019). Content creators not only convey one-way messages but also build reciprocal communication, such as replying to comments or responding to requests for additional information. In social media, interaction forms an important bridge connecting content creators with their communities continuously (Isroissholikhah, 2022).

Reizuka Ari demonstrates the optimal practice of this theory in a video about young mango products. He actively responds to audience comments with a light and personal response style, such as replying "cepet co" to comments expressing hunger. This interaction strengthens the emotional relationship between creators and audiences and increases trust in the recommended products. This emotional involvement increases the likelihood of purchase due to the emergence of feelings of closeness and trust towards the creator.

Horton and Wohl (2011) introduced the Parasocial Interaction model to help researchers understand engagement and interaction from a theoretical perspective, where the audience builds an imaginary personal relationship with the creator. This model explains how this pseudo-relationship has a real impact on consumption decisions. The theoretical implications of these findings show the importance of emotional involvement and reciprocal interaction in digital

communication strategies. Content that encourages active participation and prioritizes social relations can increase audience loyalty and organically expand the reach of information distribution. This practice also allows content creators to act as communication mediators between products and communities, bridging economic and social values in digital marketing.

6. TikTok Affiliate: Promotion Strategy and Consumption Trends

The TikTok Affiliate feature allows content creators to embed product links directly into their content. Reizuka Ari uses this feature strategically to encourage quick and practical purchasing actions. Viewers can immediately see prices and product details through the yellow basket icon and make transactions without leaving the application (Risqiyanti & Fauzi, 2024).

TikTok Affiliate not only makes transactions easier but also encourages the emergence of new consumption trends among social media users. Windi and Tampenawas (2023) stated that a TikTok Affiliate is part of marketing public relations because it relies on personal narratives in short videos that can build emotional connections and strengthen trust in products.

In one of his content, Reizuka Ari promotes micellar water products by inserting a yellow basket and saying, "Just look at the price," in a tone that encourages curiosity. This communication strategy creates a sense of urgency that speeds up purchasing decisions. In addition, discounts or exclusive offers attached to the yellow basket strengthen the audience's motivation to purchase immediately.

Theoretically, the TikTok Affiliate feature can be studied through the lens of the Theory of Planned Behavior (Ajzen, 1991), which explains that attitudes toward behavior, subjective norms, and behavioral control influence the intention to take action. When content provides technical convenience (yellow basket) and social encouragement (trusted influencers), the intention to purchase becomes stronger. In addition, using personal narratives and product demonstrations in the form of videos supports the effectiveness of narrative

persuasion (Green & Brock, 2000) in encouraging cognitive and affective engagement.

The theoretical implications of these findings suggest that integrating technological features and personal communication strategies can increase the effectiveness of digital marketing. This practice also signifies a shift in the role of content creators from mere endorsers to micro-entrepreneurs who build a consumption ecosystem through storytelling and technology. Practically, collaboration with creators like Reizuka Ari opens up promotional opportunities that are not only efficient but also have the potential to go viral in a short time.

Based on the perspective of digital interpersonal communication, the analysis of the findings of audience engagement with content creators reflects the parasocial interaction model, where the audience feels they have a close relationship with figures on social media, even though the interaction is one-way (Hartmann & Goldhoorn, 2011; Wardani & Kusuma, 2021).

In addition, the multimodal approach—integrating verbal, visual, and emotional elements—shows that product communication in the digital era requires more than just text or images (Lacasa et al., 2017). This approach enriches the literature on integrated marketing communication and calls for further research .

CONCLUSION

Reizuka Ari effectively utilizes narrative strategies, assertive communication, and digital features on TikTok to shape consumption trends. Through emotional storytelling, clear product demonstrations, and interactive tools like affiliate links, he fosters both trust and a sense of urgency among his followers. This strategy demonstrates the evolving role of content creators as marketers, trendsetters, and effective agents within the digital economy.

While this study offers valuable insights into persuasive digital storytelling, its limitations include a focus on a single influencer and platform. Broader patterns

might emerge with cross-platform comparisons or by examining diverse types of content creators across regions and audience demographics. Future research could explore how these strategies differ across the beauty, fashion, and technology sectors or how algorithmic visibility influences perceived authenticity.

Practically, marketers and brand managers—especially those in MSMEs—should prioritize emotional storytelling and authentic audience engagement to enhance interaction and increase engagement. Live product demonstrations and contextually relevant content can strengthen brand trust. Content creators are encouraged to co-create messages that align with their audience's values and interests. At the same time, platform developers, such as TikTok, should consider enhancing features that support personal narratives and real-time interaction to boost the effectiveness of their promotions.

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