

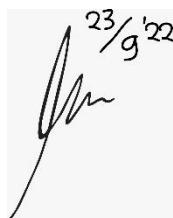
**ANALISIS PENERAPAN TIKTOK SEBAGAI SOCIAL MEDIA  
MARKETING PADA PT POS INDONESIA (PERSERO) KCU  
YOGYAKARTA**

**Elva Risnawati**

**Abstrak**

Penelitian ini dilakukan di PT POS Indonesia (Persero) KCU Yogyakarta. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana penerapan *Tiktok* sebagai *social media marketing* PT Pos Indonesia (Persero) KCU Yogyakarta. Metode yang digunakan dalam penelitian ini adalah kuantitatif karena berupa angka-angka dan analisis. Data primer diperoleh melalui pengumpulan kuesioner yang sudah diuji validitas dan reliabilitasnya menurut persepsi pengikut (*followers*) media sosial *Tiktok* @kantorposyogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 100 responden dan analisis data menggunakan *arithmetic mean*. Variabel dalam penelitian ini berupa variabel *social media marketing* dan menggunakan elemen-elemen *online communities*, *interaction*, *sharing of content*, *accesibility*, dan *credibility*. Hasil pengolahan data menggunakan *arithmetic mean* pada indikator *online communities* memperoleh nilai hitung sebesar 3,05 (S), indikator *interaction* sebesar 3,35 (SS), indikator *sharing of content* sebesar 3,3 (SS), indikator *accesibility* sebesar 3,37 (SS), dan indikator *credibility* sebesar 3,24 (S). Hasil nilai rata-rata hitung keseluruhan menghasilkan sebesar 3,26 (SS).

**Kata Kunci:** *Penerapan, Social Media Marketing*



**ANALYSIS OF TIKTOK APPLICATION AS SOCIAL MEDIA MARKETING  
AT PT POS INDONESIA (PERSERO) KCU YOGYAKARTA**

***Elva Risnawati***

***Abstract***

*This research was conducted at PT POS Indonesia (Persero) KCU Yogyakarta. The purpose of this study was to find out the application of Tiktok as a social media marketing for PT Pos Indonesia (Persero) KCU Yogyakarta. The method used in this research is quantitative because it is in the form of numbers and analysis. Primary data was obtained through questionnaires that have been tested for validity and reliability according to the perceptions of followers of social media Tiktok @kantorposyogyakarta. The sampling technique used purposive sampling with a sample size of 100 respondents and data analysis using the arithmetic mean. The variables in this study are social media marketing variables and use elements of online communities, interaction, sharing of content, accessibility, and credibility. The results of data processing using the arithmetic mean on the online communities indicator obtained an arithmetic value of 3.05 (S), interaction indicator of 3.35 (SS), sharing of content indicator of 3.3 (SS), accessibility indicator of 3.37 ( SS), and the credibility indicator is 3.24 (S). The result of the overall arithmetic mean value is 3.26 (SS).*

***Keywords:*** Application, Social Media Marketing