

Digital Promotion Strategy for Affiliate Shaquila Syifa Viandra on The Tiktok Account @Shaaaqy In 2025

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ABSTRACT

Keywords

Digital promotion strategies; TikTok affiliates; content; content creators; SOSTAC; AISAS

This study examines how Shaquila Syifa Viandra promotes affiliate-based products through her TikTok account @shaaaqy. The presence of affiliate features encourages performance-based promotional practices that are highly dependent on content creativity and audience trust levels. The purpose of this study is to describe the process of planning, implementing, and evaluating affiliate promotion strategies in short video formats. The research uses a descriptive qualitative approach with interview techniques and content documentation analysis during the period of May–July 2025. The analytical frameworks used are SOSTAC and AISAS. The findings show that understanding the characteristics of the platform, utilizing storytelling based on personal experiences, consistency in publication, and evaluation through content performance data are key factors in the success of promotion. Affiliate performance on TikTok is reflected in engagement levels, audience trust, and sales conversions.

1. Introduction

Digital Advances in digital technology have significantly changed marketing communication practices in various industrial sectors. Social media has now become the main channel for marketing activities because it can distribute information quickly, reach a wide audience, and facilitate two-way interaction. This transformation has also impacted consumer behavior patterns in obtaining information, evaluating products, and making purchasing decisions through digital channels, particularly through social interactions and recommendations in online spaces. Hajli (2015) emphasizes that social interactions in the digital environment play an important role in shaping consumer trust and purchasing decisions (Hajli 2015).

In the realm of digital marketing, social media is now not just a tool for communication between individuals, but also serves as a promotional channel that provides opportunities for brands to establish closer and more personal relationships with their audience. De Veirman et al. (2017) explain that social media allows brands to reach consumers through more relevant and authentic communication compared to conventional advertising approaches (De Veirman, Hudders, and Nelson 2019).

One approach that is growing rapidly in digital marketing is the use of influencers. They are seen as communicators who are able to create emotional closeness with audiences through content that feels authentic and easy to understand in everyday life. Freberg et al. (2011) explain that influencers act as opinion leaders on social media who are able to shape the audience's perception of a product (Freberg et al. 2011). Djafarova and Rushworth (2017) show that product recommendations made by influencers are often considered more trustworthy than traditional

advertisements because of the parasocial relationship between influencers and their followers (Djafarova and Rushworth 2017).

Trust in influencers is a key element that influences how audiences form attitudes and make decisions as consumers. Lou and Yuan (2019) found that the value of messages and the authenticity of influencer content have a significant effect on consumer trust and purchase intent (Lou and Yuan 2019). Ki and Kim (2019) emphasized that trust in influencers is the main mechanism that explains the effectiveness of marketing communication on social media (Ki and Kim 2019). In addition, Casaló et al. (2018) showed that the level of engagement between influencers and followers has a positive effect on consumer attitudes towards the promoted brand (Casaló, Flavián, and Ibáñez Sánchez 2020).

Along with the rise of influencer marketing practices, short video platforms such as TikTok have grown rapidly as one of the social media platforms with significant user growth. The short video format, algorithm-based recommendation system, and high user engagement make this platform effective in attracting audience attention and building interest in products. Sokolova and Kefi (2020) found that influencer video content has a strong ability to influence consumer attitudes and increase purchase intention (Sokolova and Kefi 2020).

TikTok's growth has been accelerated by the introduction of social commerce features that integrate promotional activities and transactions within the same platform ecosystem. Jin and Muqaddam (2019) explain that the integration of content, interaction, and transactions in social media has created a new marketing model that combines entertainment, information, and persuasion within a single digital ecosystem (Jin, Muqaddam, and Ryu 2019).

In this context, the TikTok account @shaaaqy is one of the creators actively utilizing affiliate promotion strategies. This account consistently presents product recommendations and reviews in short video formats linked to the TikTok Shop feature. The content delivery not only contains product information but also combines user experience, casual communication style, and persuasive messages that feel close to the audience.

The practice of affiliate promotion through short videos demonstrates communication planning that aims to capture attention, generate interest, and encourage purchasing decisions. This situation makes the TikTok account @shaaaqy a worthy case study for understanding how affiliate promotion communication strategies are implemented in digital marketing practices on the TikTok platform.

Shaquila Syifa Viandra, the creator behind the TikTok account @shaaaqy, is known for actively promoting affiliate products through short video content. She utilizes storytelling, visual power, and a distinctive communication style to build rapport with her audience, which has exceeded three million followers. The large number of posts that have garnered millions of views shows that the message delivery pattern used is in line with the characteristics of the TikTok platform. This account was selected as the research subject due to its consistency in producing affiliate content, high audience engagement, and communication style that is considered representative of affiliate creator practices in Indonesia.

This phenomenon highlights the need for an analytical framework that can explain how digital promotion strategies are developed and implemented by content creators. This study utilizes the AISAS (Attention, Interest, Search, Action, Share) model to understand the stages of audience response to affiliate content, from the emergence of attention to sharing activities. This model is considered relevant because it can describe user behavior in an interactive and participatory digital media ecosystem.

In addition, the SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) framework is used to examine the process of planning and evaluating promotional strategies applied in affiliate content. This framework helps explain how creators understand the initial conditions, set objectives, design strategies, implement tactics, and assess the effectiveness of promotions in the social media environment. The integration of these two models provides a more systematic approach to understanding affiliate promotion practices on TikTok.

Although research on influencer marketing and social media marketing has grown rapidly, studies that specifically examine the promotional communication strategies of TikTok creators are still relatively limited. Based on this, this study aims to analyze the affiliate-based digital promotion strategies used by TikTok creators from the perspective of marketing communication and persuasive communication. The results of this study are expected to contribute academically to the development of digital marketing communication studies, while also offering practical benefits for content creators and marketing practitioners in designing more effective promotional strategies.

This study offers several new contributions. First, the focus of the study is on affiliate promotion strategies by TikTok creators, not just endorsement practices, making it relevant to the development of performance-based marketing in the creator economy. Second, this study combines the AISAS and SOSTAC frameworks to analyze promotional strategies in short social media video content, an approach that has rarely been used in an integrated manner in previous studies. Third, the unit of analysis focuses on content with the highest level of engagement, so that the discussion of strategies centers on content that receives a significant response from the audience.

2. Method

This study applies a descriptive qualitative approach to understand affiliate promotion communication practices in a natural context. The focus of the study is on Shaquila Syifa Viandra's TikTok account @shaaaqy, with the unit of analysis being affiliate promotion video content published between May and July 2025. The descriptive qualitative research method is a study grounded in post-positivist philosophy, utilized to examine the circumstances of natural objects, with the researcher serving as the primary instrument (Sugiyono 2022)

Research data was collected through interviews, observation, and documentation. Interviews were conducted online via email and messaging to explore the promotional strategies implemented by creators and audience responses to affiliate content. Documentation included TikTok videos, captions, engagement data (number of likes, comments, and shares), and forms of audience interaction related to promotional content. Observations were made by examining videos that contained affiliate features and had high engagement levels to identify patterns of message delivery, visual elements, narrative structure, and call-to-action strategies.

The research involved creators and a number of followers who had interacted with affiliate content in order to obtain perspectives from both parties. The analysis process was carried out in three stages, namely data reduction, data presentation, and conclusion drawing to identify promotional strategies based on the SOSTAC and AISAS frameworks. The validity of the findings was reinforced through a comparison between the interview results and the documentation data.

3. Result and Discussion

In this section, the author presents the results of research on affiliate promotion strategies applied to the TikTok account @shaaaqy. The research data was obtained through interviews, observations, and documentation of content related to affiliate promotion activities. This study aims to analyze how affiliate promotion communication strategies are designed, implemented, and evaluated in the context of the TikTok platform. To maintain data validity, this study uses source triangulation techniques to verify the accuracy of information by comparing data obtained from creators and audiences who have interacted with promotional content. This technique aims to increase the credibility of research findings by testing the consistency of information from various perspectives so as to reduce the potential for interpretive bias.

The data obtained was then analyzed and linked to the SOSTAC and AISAS theoretical frameworks to understand the suitability between field findings and digital marketing communication concepts. The discussion focused on the affiliate promotion strategies applied by creators in producing content, building interactions with audiences, and encouraging purchasing decisions through the TikTok Shop feature

The data analysis process used Miles and Huberman's interactive analysis model, which includes data reduction, data presentation, and conclusion drawing. Data reduction was carried out by selecting, simplifying, and grouping raw data into more structured information in accordance with the research focus. Data presentation was carried out narratively to display the relationships between findings in a systematic and easy-to-understand manner. Furthermore, conclusions are drawn gradually through a process of verification and reflection on the entire data set, resulting in valid and accountable research findings.

3.1. Presenting the Results

3.1.1 Affiliate Promotion Strategy on TikTok

The results of the study show that affiliate promotion on the TikTok account @shaaaqy is carried out through a strategic process that begins with understanding the characteristics of the platform and audience behavior. TikTok is seen as an effective promotional medium because it allows for widespread distribution of content through an algorithm-based recommendation system. The characteristics of short videos, fast visual presentation, and the integration of in-app shopping features make this platform conducive to promotional activities and transactions within a single digital ecosystem.

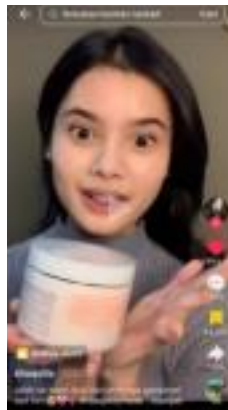


Figure 1. @shaaaqy first affiliate content shows audience behavior on his account.

The findings show that understanding the audience is the main basis for developing a promotional strategy. Creators consistently monitor audience interactions through comments, direct messages, and content performance to identify preferences, needs, and responses to the promoted products. This information is then used as a basis for determining the type of product, communication style, and content format to be produced.

The study also found that the main objective of affiliate promotion is not only to increase sales, but also to build trust and closeness with the audience. Each piece of content uploaded has a specific performance target that is measured by the number of views, interaction rate, and potential purchase conversion through the TikTok Shop feature. Thus, the promotion strategy is carried out with both short-term and long-term orientations.



Figure 2. The trust that has been built by @shaaaqy's account

In practice, promotional messages are delivered through a relaxed communication style, everyday conversation, and a personal experience-based approach. The products promoted are generally selected based on their suitability to the creator's lifestyle so that product recommendations appear natural and relevant to everyday life. This approach creates a perception of authenticity that strengthens the audience's trust in the promotional message.

3.1.2 Content Production and Execution

The results of the study show that the production of affiliate promotional content follows a structured production pattern. Promotional videos generally begin with a strong opening element in the first few seconds to grab the audience's attention. The opening section usually features a statement that arouses curiosity, attractive visuals, or a narrative snippet that directly addresses an issue relevant to the audience.

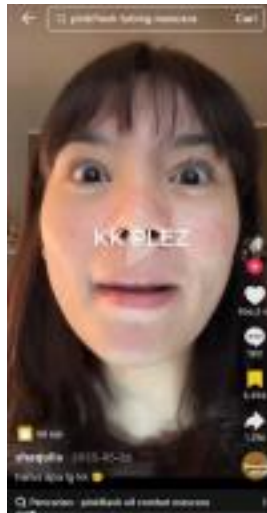


Figure 3. One of Shaaqy's posts that hooks viewers in the first three seconds

After the opening stage, the content continues with a brief and clear presentation of the product experience. Product demonstrations are an important element in conveying the message because they provide a real picture of the benefits and functions of the product. The narrative structure is concise to suit the characteristics of TikTok content consumption, which tends to be fast and short.

Promotional videos are generally 15–30 seconds long with a communication flow that goes straight to the point. The use of simple and communicative language is a strategy to keep the audience engaged until the end of the video. In addition, the content often utilizes popular audio, fast editing techniques, and dynamic visual styles to increase the chances of content distribution through platform algorithms.

Consistency in posting is also an important part of implementing a promotional strategy. Content is published regularly to maintain account visibility and audience engagement. This consistency is not only evident in the frequency of posts, but also in the uniformity of communication style, visual character, and content themes.

After content is published, video performance is monitored through indicators such as the number of views, engagement rates, and audience response. High-performing content is used as a reference for future content production, while low-performing content is used as evaluation material for strategy improvement.

3.1.3 Audience Interaction and Engagement

The results of the study show that two-way interaction is an important part of affiliate promotion strategies. Creators actively respond to comments, answer audience questions, and create follow-up content based on responses to previous posts. This interaction helps build closer relationships between creators and audiences.



Figure 4. @shaaaqy response to comments about his promotional product

The audience often uses the comments section and direct messages to seek additional information about products. Quick and informative responses help reduce audience hesitation before making a purchase. These communication activities show that the promotion process does not stop at the content publication stage, but continues into the interpersonal communication stage with the audience.

Sustained interaction also plays a role in maintaining audience engagement. Follow-up content created based on previous user questions or experiences shows that audience preferences are taken into consideration in the content production process. This creates a more participatory and sustainable communication relationship.

3.1.4 Audience Response to Affiliate Content

Research findings show that audience attention is greatly influenced by the opening elements at the beginning of a video. Content that is able to attract attention in the first few seconds has a greater chance of being watched until the end. Once attention has been gained, audience interest is built through storytelling and product usage experiences that are relevant to everyday life.

Audiences who are interested in a product tend to seek additional information through captions, comments, or direct interaction with the creator. This information-seeking stage shows that audiences do not just passively receive promotional messages, but are also active in the decision-making process.



Figure 5. Positive audience response to Shaaqy's content

Purchasing decisions are driven by product demonstrations, testimonials of user experiences, and the ease of transactions through the TikTok Shop feature. The integration of promotion and purchasing processes on a single platform makes it easier for audiences to make transactions immediately after watching the content.

After making a purchase, some audiences tend to share their experiences through comments, recommendations to friends, or further interactions with the creator's content. These activities contribute to the organic spread of promotional messages and expand the reach of content without direct intervention from the creator.

3.2 Create a Discussion

Research findings indicate that the affiliate promotion strategy implemented by the TikTok account @shaaqy reflects structured and consistent digital marketing communication practices in line with the SOSTAC framework and the AISAS model. In general, the research results confirm that the success of affiliate promotion on TikTok is not only determined by the existence of products or the frequency of posts, but by the creator's ability to build credibility, emotional closeness, and authentic communication with the audience. Thus, this discussion will link the research findings with previous theories and research to understand the strategic meaning of the promotional practices carried out.

3.2.1 SOSTAC Perspective

At the situational analysis stage, the research findings show that understanding the characteristics of the TikTok platform is the main foundation of the affiliate promotion strategy. The results show that creators take advantage of TikTok's algorithmic nature, which allows for widespread distribution of content without dependence on the number of followers. This finding is in line with Chaffey and Smith (2017), who asserts that situational analysis is an important initial stage in digital promotion strategy planning because it provides a comprehensive understanding of the communication environment before the strategy is implemented.

This condition also supports the view of Kaye, Chen, and Zeng (2021), who state that TikTok's strength lies in its participatory and algorithm-based nature, where user interaction determines the reach of content. In the context of this study, monitoring comments and direct messages by creators shows that audience interaction serves as the main source of data in understanding user preferences. This finding is consistent with Sokolova and Kefi (2020), who emphasize that two-way interaction on social media can form parasocial relationships that increase trust in product recommendations.

At the objectives stage, the study shows that the objectives of affiliate promotion are dual in nature, namely to increase sales and build audience trust. This finding reinforces Sibulan and Limos Galay (2024), who state that trust is an important mediating factor between content exposure

and purchase intent. Furthermore, the results of this study are also in line with Azmi, Afriyani, and Kurniaty (2025), who emphasize that the success of TikTok affiliate promotions is influenced by a combination of quantitative targets (views, engagement, conversion) and qualitative targets (brand awareness and audience loyalty).

From a strategic perspective, the results show that storytelling, personal experiences, and product suitability with the creator's lifestyle are at the core of promotional communication strategies. These findings reinforce the research by Lou and Yuan (2019) and Sibulan and Limos-Galay (2024), which shows that content authenticity significantly increases purchase intent. The soft selling strategy used also shows a paradigm shift from hard selling to trust-based relationship marketing.

At the tactics stage, the study found that technical elements such as the first three-second hook, use of trending audio, interactive captions, and relevant hashtags play an important role in increasing content visibility. These findings are in line with Sibulan and Limos-Galay (2024), who emphasize the importance of the first three seconds of a TikTok video in maintaining audience attention. Additionally, Azmi et al. (2025) showed that the use of viral elements can significantly increase the algorithmic reach of content.

The action stage shows that consistency in posting and adapting to trends are important factors in maintaining relationships with audiences. These findings support Binti Othman et al. (2025), who stated that consistent posting increases account visibility while strengthening audience trust. Furthermore, (Adzizah et al. 2025) emphasize that utilizing performance insights allows creators to adjust their strategies in real-time.

In the control stage, the results show that performance-based evaluation is the main mechanism in content strategy development. This is in line with Binti Othman et al. (2025), who emphasize the importance of using KPIs to assess the effectiveness of digital marketing communications. The continuous evaluation process also supports the view of (Adzizah et al. 2025) that digital strategies must be adaptive to changes in algorithms and audience behavior.

3.2.2 Digital Promotion Strategy Perspective

The findings also show that understanding algorithms, consistency, two-way interaction, and utilization of audience data are factors that support the success of affiliate promotion strategies.

Understanding algorithms has proven to be a key factor in content distribution. This is in line with Agung Pratama and Ayu Candraningrum (2025), who state that TikTok's algorithm determines content distribution based on user interaction. The use of visual hooks, early video CTAs, and upload timing support the findings of Ardianto et al. (2025) and Santoso (2025) regarding the importance of algorithmic optimization.

Consistency in uploading also strengthens the creator's identity and increases audience trust. These findings support Santoso (2025) and (Kristianto, Kusmaningtyas, and Susanti 2023), who found a positive correlation between upload frequency and the success of affiliate strategies.

Two-way interaction is an important component in building audience loyalty. This is in line with (Afirista Marselia Purana and Putranto 2025), and Ramadhan et al. (2025), who emphasize that participatory communication increases user trust and loyalty.

The use of audience data also supports Dwivedi et al. (2021) and (Alalwan et al. 2017), who state that a data-driven approach significantly improves the effectiveness of digital communication.

3.2.3 AISAS Perspective

Research findings indicate that audience behavior follows the AISAS stages. The attention stage is built through strong visuals and storytelling, in line with Evans et al. (2017) regarding the importance of consistent characters in increasing engagement.

The interest stage is reinforced by content authenticity, according to Lou and Yuan (2019), who emphasize that influencer credibility increases purchase interest.

The search stage is evident through audience activities of seeking information via comments and DMs. This is in line with Hajli (2015) regarding the role of social interaction in the information search process.

The action stage is supported by storytelling and the ease of TikTok Shop features, in line with Lee and Watkins (2016), Jin et al. (2019), and Casaló et al. (2020).

The share stage shows that emotional and relatable content increases the chances of virality, supporting (Appel et al. 2020) regarding the role of sharing in expanding the reach of messages.

This study contributes theoretically to the study of digital marketing communication, particularly affiliate promotion on short video platforms. First, the findings show that influencer credibility remains a key factor in influencing consumer behavior, but in the context of TikTok, this credibility is reinforced by the direct visualization of product experiences.

Overall, this study shows that TikTok's affiliate promotion strategy is an integration of strategic planning (SOSTAC) and the digital consumer behavior process (AISAS). An effective strategy depends not only on content creativity, but also on understanding algorithms, utilizing data, two-way interaction, and building long-term trust.

Future research could also explore the ethical aspects of affiliate promotion, advertising transparency, and audience perceptions of sponsored content. These issues are becoming increasingly relevant as the use of influencers in digital marketing grows

4. Conclusion

This study aims to analyze how affiliate promotion strategies are designed, implemented, and evaluated in TikTok short video content. The results show that affiliate promotion practices on the TikTok account @shaaaqy represent an integrated digital marketing communication process, combining strategic planning, persuasive communication approaches, and data-driven evaluation.

The research findings confirm that the SOSTAC framework is applied comprehensively, starting from understanding the characteristics of the platform and audience behavior, setting measurable promotional goals, implementing authentic storytelling strategies, consistent content execution, to a continuous performance evaluation process. In line with this, audience behavior follows the AISAS stages, where attention and interest are built through engaging content, the information search process occurs through direct interaction, purchasing decisions are facilitated by platform features, and sharing activities expand the reach of promotions organically.

These results confirm that the effectiveness of affiliate promotion on TikTok depends not only on content creativity, but also on creators' ability to understand platform mechanisms, build audience trust, and continuously evaluate strategies. This study contributes to the study of digital marketing communication by showing how the integration of the SOSTAC and AISAS models can explain affiliate promotion practices in the context of the creator economy on social media.

Further research is recommended to develop comparative studies on more than one creator or on different social media platforms to broaden the understanding of affiliate marketing strategies in various digital environments.

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