

# Communication Process of Private Education Institution's Marketing Team in TikTok for Marketing Activity

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## Abstract

TikTok is one of the most widely used social media in Indonesia. Apart from being used for personal entertainment, social media launched by ByteDance from China is also increasingly being used by institutions for marketing purposes. Some of them are educational institutions' marketing teams that use TikTok for branding and promotion. There is a communication and coordination process flow that makes the planning to execution stages run smoothly, but it is possible that there are obstacles too. Departing from that background, the author's goal is to analyze the communication processes, as well as the obstacles faced by the marketing team of private education institution in Malang in creating TikTok content. This study uses a qualitative method with a case study approach to the marketing team of a private university in Malang. The data collection technique was carried out by conducting in-depth interviews with the marketing division staff of Binus Malang and strengthened by documents and observations. The results of the research show that the marketing team brings a collaborative and open communication environment, so that a dynamic two-way communication is formed. Barriers that occur such as miscommunication and lack of discipline from the talent team. Another problem that happens is that Person in Charge (PIC) and the timeline makers sometimes have difficulty to come up with new ideas and plans the timeline because their schedules collide with college and work.

## Keywords

Marketing, Communication Barriers, Organizational Communication, TikTok

## Biographies

**Jonathan Alexander Citra** is a student at Bina Nusantara University Malang in the communications study program, under Communication Department, Faculty of Digital Communication and Hotel & Tourism. He will continue his master's studies in the Strategic Marketing Communication program at Bina Nusantara University Graduate Program, Jakarta. In the academic field, he participated in the Duta Binusian Mentorship program for 3 periods in semesters 3-5, whose task was to help group of students to improve their understanding in their lectures by giving supporting materials, sharing knowledge and experiences. For the research project, Jonathan is co-author of a research paper with lecturers entitled "Media Literacy in Preventing the Spread of Radicalism in the Millennial Generation" (2021) and a community service project with lecturers entitled Interpersonal Communication Strategy for Daily Life (2020). Apart from academics, Jonathan is also active in student organizations such as the Department of Student Association as a research manager and has participated in organizational committees several times as well as a speaker, moderator, and MC at events.

**Yanuarita Kusuma Permata Sari** is a researcher, faculty member and research coordinator of Bina Nusantara University, Communication Department, Faculty of Digital Communication and Hotel & Tourism