

ABSTRACT

TikTok is a pioneering short video-sharing social network that allows users to create videos. It is used by 800 million daily active users and makes TikTok's income increase proportionally with its increasing popularity. The key factor for its rise and popularity is local content called the For You Page or FYP. FYP are videos that appear on the first page of the application, entering FYP is an opportunity for users because it can make videos more trending and viral. One of the e-commerce that uses TikTok as a promotional medium is Shopee Indonesia.

The purpose of this study is to explain how Shopee's viral marketing video on TikTok and its influence on consumers' attitudes in the video.

This study uses quantitative methods with descriptive-causal purposes. Non-probability sampling has been used in this study with the type of purposive sampling. With 275 respondents, the data analysis technique used is descriptive analysis and SEM-PLS analysis using the SmartPLS 3.0 application.

Based on the results of the descriptive analysis of the Viral Marketing variable with its dimensions, namely Informativeness, Entertainment, and Credibility, they are in a good category, while Irritation is in the not good category. Meanwhile, the consumers' attitude variable is in a good category. The results of the SEM-PLS analysis show that informativeness, entertainment, and credibility have a positive significant influence on consumer attitudes, while irritation has no significant influence on consumers' attitudes.

The suggestion for Shopee is to improve the Informativeness by providing information that provides accurate, precise, and relevant knowledge. Shopee should improve Entertainment by providing entertainment that has more elements of humor or comedy that can increase the consumer's enjoyment when watching the video. Lastly, Shopee should improve Credibility by inviting professionals who are experts in their fields when discussing a product in the video.

Keywords: Viral Marketing, Informativeness, Entertainment, Irritation, Credibility, and Consumers' Attitude.