

## Optimizing Tiktok Social Media as a Means of Social Media Entrepreneurship (Descriptive Study on Makeup Artist Aldira @Makeupbyaldira)

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### ABSTRACT

This research analyzes Social Media Entrepreneurship on the TikTok account of Aldira Sita, who is a young makeup artist (MUA) who is famous on TikTok with the account name @makeupbyaldira. Aldira has 46.1 K followers and 1.6 M likes. This research also wants to understand Social Media Entrepreneurship from the perspective of Social Construction of Technology. Before the existence of TikTok social media, it was difficult for an MUA named Aldira Sita to develop her MUA business due to the lack of dissemination of information, but after Aldira Sita used TikTok social media, her MUA business was able to develop as expected. TikTok social media made him famous from the content he uploaded. This content is what makes Aldira Sita often get MUA jobs. The aim of the research is to find out the process of Social Media Entrepreneurship on Aldira Sita's TikTok account which makes it develop as expected so that she gets a make-up job and find out Social Media Entrepreneurship on Aldira Sita's TikTok account from the perspective of Social Construction of Technology. The approach used in this research uses a constructivist paradigm with a case study method. Data collection in this research used in-depth interview techniques. The informant in this research is Aldira Sita and the audience uses Aldira's MUA services because they are interested after watching her videos on TikTok. The relationship between the researcher and reality must be interactive, for this reason the principle of triangulation is used, namely triangulation of sources, triangulation of data collection techniques, and time. The research results show that social media entrepreneurship is built through three infrastructures, including internet access, innovation and brilliant ideas. Tiktok social media can also be used as a means of business promotion and seeking information, including MUA content. MUA Ardila's social media entrepreneurship on TikTok social media is seen from the perspective of Social Construction of Technology, it can be implemented that an individual in certain social circumstances uses TikTok as a means to share MUA video content. Seeing profitable opportunities on Tiktok, this social group then turned it into a platform that generates profits through the MUA video content it uploads. Professions that can be developed from social media entrepreneurship on Tiktok social media are content creator, makeup artist (MUA), MUA Course, Affiliate, and Live Tiktok.

**Keywords:** *Social Media Entrepreneurship; Social Construction of Technology (SCOT); makeup artist (MUA), Social Media Tiktok.*

### INTRODUCTION

With current technological developments, the emergence of various social media can change the way a person interacts with other people, and more and more virtual spaces are emerging that are used to communicate using text, images, photos and audio and video [1]. One of the most widely accessed social media on the internet in Indonesia is

TikTok. According to data from Databoks in April 2023, Indonesia is in second place with the largest number of TikTok users in the world, reaching 112.97 million users.

TikTok is an application that people really dream of developing. TikTok is a video-based application that is very famous and loved by Indonesian people [2]. Currently the Tik Tok application is not only an entertainment medium but can also be used as an educational medium, one of which is education about Makeup Artists (MUA). The profession of makeup artist (MUA) or make-up artist is still often underestimated. This profession is often underestimated and considered not prestigious. However, along with the development of the digital world, a lot of makeup tutorial video content is starting to appear on YouTube and other social media which is generating people's interest in starting to pursue a career in the field of makeup services [3]. As done by a young makeup artist (MUA) named Aldira Sita with the TikTok account @makeupbyaldira which has 46.1 K followers and 1.6 M likes. Aldira's account is included in the Regular-Influencer category with followers numbering 15,000 – 50,000. In research conducted by Weismuller et al. [4], shows that the number of followers will positively influence consumer attraction, trust, and consumer purchase intentions.

Before the existence of TikTok social media, it was difficult for a MUA named Aldira Sita to develop her MUA business due to the lack of dissemination of information. However, by uploading her work on TikTok, her career increased and she got a job as a make-up artist and bridal artist. This phenomenon, carried out by Aldira, indirectly offers makeup artist (MUA) services by producing information in the form of text, photos or videos which are then uploaded to its TikTok account. This received attention and response from the audience which made Aldira Sita famous, thereby creating material benefits from her popularity in cyberspace. This process is practical and right on target because the target market for the promotion is active TikTok account owners who can automatically view and evaluate uploaded videos and can directly view the makeup models on Aldira's account. Videos with a good number of views have the opportunity to go viral or be seen frequently by many people, so the number of views is often a measure of the popularity of a TikTok account. By looking at the phenomenon that occurred with

the MUA TikToker named Aldira Sita, researchers wanted to know how Aldira Sita built social media entrepreneurship through the content uploaded to her TikTok.

## **LITERATURE REVIEW**

In this research, researchers used several studies as references in the form of journals and articles related to social media entrepreneurship, Makeup Artists, and TikTok. Journals consist of international and national journals, both group and individual. The summary of the journal is as follows ;

- Factors that Influence the Success of Hit Makeup Artists (MUA) in Indonesia in Running a Business in the Makeup Services Sector written by Safira, Dwiyanti and Megasari Khakim Puspitorini in 2021 with research results finding that the factors that influence the success of popular MUA in Indonesia in running businesses in the field of make-up services include: 1) Make-up is their passion, 2) Has its own make-up characteristics that differentiate it from the others. MUA make-up, 3) Professional and total, 4) Always hone your make-up skills and look for experience, 5) Always update developments in make-up trends, 6) Diligently update your portfolio and be smart in managing e-/marketing strategies, 7) Have a good attitude good, 8) Have intention and self-confidence, 9) Have a strong mentality, be patient and never give up, 10) Be consistent and remain humble.
- eWOM through the TikTok application and its influence on intention to purchase something products written by Indrawati, Prily Calista Putri Yones and Saravanan Muthaiyah in 2023 with research results finding that the adoption of information has a positive and significant effect on intention to purchase. The model was able to predict Somethingnc purchase intentions accurately by 21.1%.
- Social media entrepreneurship as an opportunity for women: The case of Facebook-commerce written by Meriam Brahem and Samira Boussema in 2023 with research results providing relevant information and supporting the idea that social media has opened up new horizons and entrepreneurial opportunities for women to realize their entrepreneurial intentions.

- The Phenomenon of Prosumer Tiktokers as a Dissemination of Make Up Artist (MUA) Information (Case Study on the Account @ Maulana \_ Makeup25) written by Susilowati, Devy Putri Kussanti, Dhefine Armelsa and Faqihar Risyan in 2021 with research results finding that Maulana MUA is said to be a prosumer, because has the capacity to produce and consume information. In his activities as MUA, Maulana Yusuf not only produces information about make-up, but they also consume make-up tutorial content, so he constructs the meaning of his activities and makes it a capital or basis for Maulana to produce (production) on how to make-up. -up in make up. This means that what is produced and what is consumed are the same, namely information about putting on make-up and putting on make-up.
- Social Media Entrepreneurship, written by Çiçek Berat in 2018, with research results showing the difference between social media entrepreneurship, which differentiates it from other types of entrepreneurship, differs in the use of social media as one of the infrastructure.

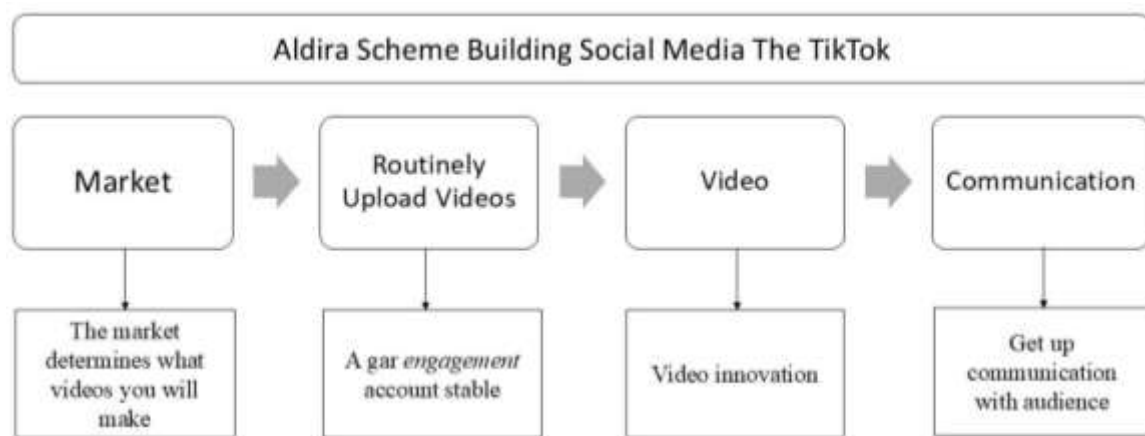
## METHODOLOGY

The research method used in this research uses the case study method. Case study is a research method that explores a specific and contextual case through detailed analysis of data obtained from various sources [5]. The research subjects used in this research were informants. Informants, namely people who are used to provide information about the situation and conditions of the research setting [6]. The informants in this research were Aldira Sita, owner of the TikTok account @makeupbyaldira and 2 people who used her MUA services because they were interested after watching her videos on TikTok. The analysis techniques in this research are data reduction, data presentation, as well as drawing conclusions and verification. In this research, researchers used triangulation of sources and techniques.

RESULTS AND DISCUSSION

*Social Media Entrepreneurship on Aldira Sita's TikTok account*

Aldira start using social media TikTok at the moment Covid 19 pandemic in 2019 and decided For focus manage social media accounts Tiktok in 2020. Aldira also told the story stage beginning he building social media TikTok is the first market, the intended market is something that you will sell , because this is what the market will be like decide what video you will make . Second, regularly upload videos to get account engagement You stable . Third variety of videos uploaded. Fourth get up communication with netizens in the column comment . In fawahan [7] say for the branding process in the application TikTok then that's necessary done is choose suitable design For institution or products produced .



**Figure 1 Aldira schematic Building Social Media The TikTok**

Aldira is a makeup course (makeup teacher), makeup artist, content creators and affiliates. In introducing all over his business Aldira only using social media . Social media is the most frequent used is TikTok and Instagram. According to social media is package Complete For A promotion business . Social media own wide reach and minimal costs , only using our smartphone and internet Already Can start For promote business . This matter agree with [7]that says social media has give possible convenience used For do promotion and creating your own brand until can be known by the public wide , which is almost difficult done in ancient times , with using social media perpetrator business Can

communicate something product Good That goods , services , image, company and others

Aldira focus build account Tiktok so that it is popular with users TikTok others and make them as Social Media Entrepreneurship that can be produce profit from the video he uploaded to his TikTok account . Aldira as Social Media Entrepreneurship has infrastructure delivered by Khajeheian that is infrastructure internet access , innovation and brilliant ideas . A social media entrepreneur needs Work with infrastructure form internet access , innovation and brilliant ideas [8]

Following discussion handle three infrastructure the ;

1. Internet access

Use from the internet recently This become the more wide supported with exists evolution from later traditional static (Web 1.0) sites increased on based sites interactive (Web 2.0) [9]. The internet worked become unity style life which is almost always needed by humans daily for example like habit communicate until activity economy . The internet has change people's way to get news , order transportation as well as food , buy tickets , even Work . Apart from that , internet access is also available supporting infrastructure the working of Social Media Entrepreneurship on accounts TikTok Aldira . Aldira need internet access for upload content the video to TikTok .

Scheduling upload video content depends from how much Ready Aldira and needs the video . Readiness This The aim is for the video to be uploaded Enough interesting and memorable For watched by the public . However Aldira disclose that in One minimum week to do Upload 3 videos to get your account engaged Good . TikTok's Engagement Rate (ER) is A terms used For measure how much Lots engaged followers in every posted content . ER can too be measured based on reach/impression. The more high your ER, then the more big opportunity account For grow . According to application TikTok method increase amount viewer is with how to post videos regularly : be active on giving platforms viewer You hope For looking forward content You Next , post 3–5 videos per week has proven succeed For produce enhancement amount stable audience. Internet

access is also used by Aldira For respond comments on the video and search current video references growing on TikTok .

## 2. Innovation

The next social media entrepreneurship infrastructure that is innovation . Innovation often linked with change , will but No every change can categorized as innovation . Rogers delivers limitation that innovation is something ideas , practices or object something the thing being looked at new by someone [10]. New in understanding This nature relatively Because somebody new know or new accept . Innovation must form results original thinking , creative and not conventional . According to Rufaidah, in entrepreneurship , innovation and creativity is necessary thing owned and developed in self entrepreneurship for development and success A business [11].

Innovation in building social media entrepreneurship on accounts TikTok Aldira can look at the theme various videos variety and have each one 's schedule Yes friend . In delivery fill content the video Aldira own characteristic typically Alone . Ardila said that himself have role models who serve as idols and role models . Role models are used as source inspiration and motivation for himself in make video content . Aldira own the characteristics of makeup in the middle are due to is currently popular in lately this and much fans . Makeup in the middle means makeup that is applied No too thick and not too thin or looks natural. GI and RA informants also mentioned reason use Aldira MUA services because the MUA model looks natural or not menor . Research conducted by Safira also mentions that In this era there are many Make Up Artists using flawless make up or make up that looks natural or not too striking in the results obtained [3].

Innovation Another thing Ardila implemented was a gimmick. According to the online version of the Big Indonesian Dictionary (KBBI) , the meaning of gimmick is A tools used For interesting attention . Usually public become an internal target A projects in mass media so that can raise popularity something production . Meanwhile , in television programs , gimmicks are scene creative presentation For can interesting attention viewer If A content Already boring .

With use the scenes are varied and full with drama can awaken enthusiastic audience . Application tiktok whose users Lots from circles generation millennial is A great prospects in building branding and sustainability future endeavors . Especially generation This own character participative , egalitarian , communicative in networking in accordance hobbies and community especially also on social media . It means that generation millennial like a creative and innovative model [7].

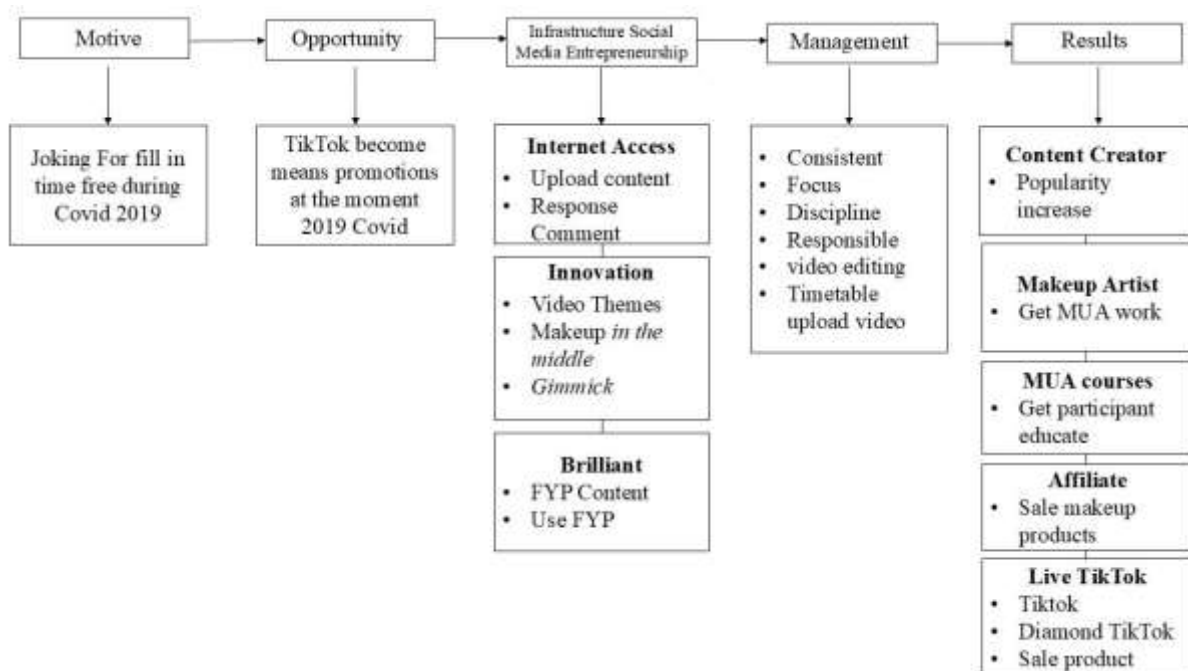
### 3. Brilliant Idea

Brilliant idea is necessary infrastructure in building social media entrepreneurship. According to KBBI online (kbbi.web.id), an idea is the design arranged inside thought ; ideas ; ambition . Whereas brilliant in the online KBBI are smart very ; brilliant ; great ( about ability brain , thinking ); spectacular . So that can concluded brilliant idea is design fruit thoughts composed within thought in a way systematic and brilliant .

For building social media entrepreneurship , thorough preparation necessary for the content to be displayed can interesting and memorable by kyalayak . Based on results research , Ardila before make MUA video content will determine theme or draft with look for inspiration from the internet and reference FYP videos on Tiktok . One of characteristic Typical TikTok according to Gabriel Weimann and Natalie Masri is algorithm in page especially the one called "For You" or abbreviated as FYP (For You Page). In page This every uploaded video Other good users to follow nor can not broadcast according to the videos most liked and watched by users the [12].

Videos that get FYP will more often out on the veranda audience . Ardila said that use FYP music allows our videos also make potential more tall for FYP too. It happened algorithm form frequent songs appears in FYP (For Your Page) every time account can said as mirror reflection moderate algorithm happen other accounts when users like , comment or share then in a way No aware content with song already a reaction will occur appear return with content another account however with the same song [13].

Apart from infrastructure above , Ardila also explained that moment We build effort , we must own good management and planning . According to Regina Luttrell in Putri, social media planning is series of strategies carried out For realize specific results . Strategy is needed For avoid actions that don't means , so management communication become more effective and precise with objective [14]. In the management carried out by Ardila, researcher conclude from results interview that attitude consistent , focused , disciplined and responsible answer is one of key Aldira Can until point This .



**Figure 2 Social Media Entrepreneurship Scheme on Tiktok Aldira**

*Social Media Entrepreneurship on Aldira Sita's Tik Tok account from the perspective of Social Construction of Technology*

Knowledge Communication as is known together has five building blocks a communication process , if We believes that communication is a process, or five building elements communication can running linearly. Fifth element the is communicator (source), message (message), media (channel), communicant (receiver) and effect (effect). From the fifth element This is the media element (channel) in study This is the social media Tik Tok which is A technology , is point intersection Social Construction of

Technology theory with Knowledge Communication . In line with Dewi Kartika's opinion is that the media is present in the middle public For fulfil need public that is also what it is point intersection between Social Construction of Technology theory with Knowledge Communication [15].

In accordance with what is presented by Pinch and Bijker, in the Social Construction of Technology (SCOT), framework Work SCOT 's conceptual consists of 4 components related namely : Interpretive flexibility interpretative ), The relevant social group ( relationship relevant with group social ), Closure and stabilization ( closure and stabilization ), The wider context ( more context wide ) [16].

1. Interpretive flexibility interpretative )

In research this , informants Ardila, GI and RA have different reasons at times First time using social media TikTok . Ardila was the first one joking For fill in time free time 2019 covid pandemic . In research Fawahan also mentioned that TikTok is a medium platform popular moment this , especially moment covid-19 pandemic . Limited possible activities carried out when Covid- 19 created public switch to internet technology for fulfil need they [7].

Meanwhile GI is for entertaining and filling time free , where? TikTok offers a short video that makes it No easy bored . Content videos social media TikTok duration short 15 seconds – 3 minutes This can served with explanation in a way short and clear Because content must quick execution in a way quick and precise [13]. For RA initially recommended by a friend that TikTok is video editing application and after use it feel entertained with videos on TikTok . Social media TikTok become place share varied content Good it's videos, songs , dancing , singing as well as matter Lian demanded creativity [7]. Draft flexibility interpretive focus on how technology can used in a number of objective use. Group relevant social used For analyze How A technology own different meanings and uses depending on the group social use technology the [15].

2. The relevant social group ( relationship relevant with group social )

Each informant has a video he likes in accordance with individual tastes and will look for it when want to watch it . This matter can happen because of that condition social different informants influence interpretation individual to desired needs when use TikTok . With exists hashtags on TikTok makes it easier informant For search and categorize informant videos will watch or upload in accordance with informant video concept for . According to research conducted by[13] hashtag become important when Can convey keywords from fill content the For make it easier somebody look for desired content so that can enjoyed for all circles No need wait content the via your FYP too can used as identity .

Draft group relevant social is component second from SCOT framework . According to Dewi Kartika, group relevant social is terms used For catch How groups certain influence integration technology through different interpretations This [15]. At stage This informant agreed from group relevant social that TikTok as artifact technology is a platform for spread information , share MUA video content for audience together with other groups have flexibility different interpretations However Still with the same meaning to TikTok .

3. Closure and stabilization ( closure and stabilization )

Draft third from SCOT framework is closure and stabilization . Informant convey that after use TikTok Lots one of the benefits received by each informant is about MUA content . Happen agreement between informant that TikTok can used for promotional media effort and help they look for information including MUA content . Aldira is the one content MUA creators get Lots benefit from the video has been uploaded past TikTok , from become famous until get MUA and sales jobs makeup products . For GI and RA informants also shared their opinions that TikTok can used as means For promote business somebody . In research Fawahan mention , besides as receptacle expression self as well as spread information , Tiktok is also one alternative means promotion , okay That promotion product or services , so This give opportunity for MSME actors or even company big For take

advantage of it in the business world esp building a product brand goods and services [7].

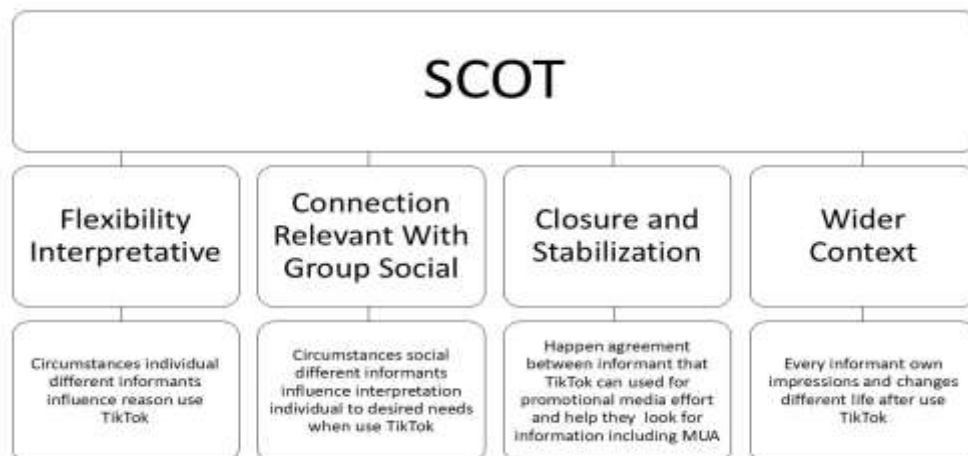
Draft closure and stabilization is creation design between different groups can experience controversy in matter interpretation description about artifact technology . Conflict the can finished when design artifact No Again give rise to problem to every group relevant social . This matter happen during a multi- group interpretive process reach agreement so that No happen modification design more further , and artifacts technology reach form finally stable [16].

4. The wider context ( more context wide )

Draft fourth is exists more context broad , researcher discuss about How life informant after use tiktok and about MUA Aldira content . For Aldira convey after use TikTok , business MUA become more develop in accordance what to expect , from get MUA job , sales makeup products until famous on Tiktok . Ardila can get profit the material that makes it his life become more established and comfortable . For GI and GA informants had an opinion about useful MUA Aldira content For their makeup needs , start from MUA services arrived knowledge method wear good and appropriate makeup with characteristics face they .

On concept these four SCOTs exist more context wide from construction social technology , have connection with aspect social , cultural and political Where development artifact That taking place . It plays role small in draft original SCOT Pinch and Bijker. Condition background behind from interactions group , like role main them , the rules that govern interaction them , and the factors that contribute to difference strength they . Become a group social own method look different in operate mark social , cultural and political [16].

For make it easier understanding about Social Media Entrepreneurship MUA Aldira on social media Tiktok from Social Construction of Technology (SCOT) perspective , researcher sums it up in A scheme as following :



**Figure 3 MUA Aldira's Social Media Entrepreneurship Scheme on TikTok social media from Social Construction of Technology perspective**

## CONCLUSION

From all the research results and discussions, it can be concluded that the optimization of Aldira's Tiktok social media as a means of Social Media Entrepreneurship and the construction of Social Media Entrepreneurship on Tiktok social media from the perspective of Social Construction of Technology, are as follows:

1. Optimization of Aldira's Tiktok social media as a means of Social Media Entrepreneurship for makeup artists (MUA) through determining the market or interest, routinely uploading videos with a regular schedule, video innovation and building communication by responding to comments on videos, maximizing the management of the Live Tiktok feature and the yellow basket on Tiktok social media, uploading videos using music that is currently on FYP allows videos to go viral so that they reach more viewers. Social media entrepreneurship is built through three infrastructures including internet access, Innovation and brilliant ideas.
2. Social media entrepreneurship of MUA Aldira on Tiktok social media viewed from the perspective of Social Construction of Technology, it can be implemented that an individual in a certain social situation uses Tiktok as a means to share MUA video content. Seeing a profitable opportunity on Tiktok, this social group then made it a platform that generates profits through promotions on the MUA video content that it uploads. This is in accordance with the social construction approach in sociology

known as the Social Construction of Technology which states that technology does not determine human actions, but humans shape technology. Tiktok social media can be used as a means of business promotion and dissemination of information including MUA content which will lead to the economy where promotional media will generate rupiah or economic benefits.

#### *Academic Suggestions*

For subsequent researchers, it is expected to add variables related to personal branding, sales promotion and economic growth because these variables are not discussed in depth in this study.

#### *Practical Suggestions*

The results of the study indicate that Tiktok social media can be used as a means of promotion and dissemination of information that leads to improving the community's economy, so the author provides suggestions for social media entrepreneurship activists to use this study as a reference material to increase business potential.

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