

Islamic Boarding School Marketing Communication and Da'wah Through Tik-Tok

Komunikasi Marketing dan Dakwah Pesantren Melalui Akun Tik-Tok

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Abstract

Marketing communication is a means of informing, persuading, and reminding consumers directly or indirectly about the products and brands being sold. In the context of this research, marketing communication is carried out with regard to the service products offered by the Asy-Syarifiy Islamic boarding school. In particular, that is done through the Tik-Tok social media account. Because it is classified as an Islamic educational institution, in each stage of marketing communication, there are nuances of preaching that are delivered. Da'wah and marketing communications are the focus of research in this article. The Tik-Tok account analyzed is @Kingzadma which belongs to the boarding school caregiver. The purpose of this study is to describe the da'wah model and marketing communication strategy of the Asy-Syarifiy Islamic boarding school through social media Tik-Tok @Kingzadma. This study uses a qualitative method. Data collection techniques using interviews, observation and documentation. Based on the results of the research, it is known that the da'wah model and marketing communication strategy carried out by the Tik-Tok @Kingzadma account uses four elements, namely, entertainment, interaction, trendiness and customization. Da'wah and marketing communications are carried out through the exploration of these four elements. Entertainment is everything in the form of words, places, objects, behaviors that can be comfort or consolation for a difficult or sad heart. Interaction is a meeting between a person and another individual. Trendiness is the ability to browse trending content on Tik-Tok and adapt it to your own content. Customization is a presentation in a video or video display to make it more interesting.

Keywords: Da'wah, Islamic Boarding School, Marketing Communication, Tik-Tok

Abstrak

Komunikasi pemasaran (marketing communication) adalah sarana menginformasikan, membujuk, dan mengingatkan konsumen secara langsung maupun tidak langsung tentang produk dan merek yang dijual. Dalam konteks penelitian ini, komunikasi marketing dilakukan berkenaan dengan produk jasa yang ditawarkan oleh pesantren Asy-Syarifiy. Khususnya, yang dilakukan melalui akun media sosial Tik-Tok. Oleh karena tergolong lembaga pendidikan Islam, dalam tiap tahapan komunikasi marketing, ada nuansa dakwah yang dibawakan. Dakwah dan komunikasi marketing itu menjadi fokus penelitian dalam artikel ini. Akun Tik-Tok yang dianalisis adalah @Kingzadma yang merupakan milik pengasuh pesantren. Tujuan penelitian ini adalah mendeskripsikan model dakwah dan strategi komunikasi marketing pesantren Asy-Syarifiy yang melalui media sosial Tik-Tok @Kingzadma. Penelitian ini menggunakan metode kualitatif. Teknik pengumpulan data menggunakan wawancara, observasi dan dokumentasi. Berdasarkan hasil penelitian, diketahui bahwa model dakwah dan strategi komunikasi marketing yang dilakukan oleh akun Tik-Tok @Kingzadma menggunakan empat elemen yaitu, hiburan, interaksi, trendiness dan kostumasi. Dakwah dan komunikasi marketing dilakukan melalui eksplorasi empat elemen tersebut. Hiburan adalah segala sesuatu baik yang berbentuk kata-kata, tempat, benda, perilaku yang dapat menjadi penghibur atau pelipur hati yang susah atau sedih. Interaksi merupakan pertemuan antara seseorang dengan individu lain. Trendiness adalah kemampuan menelusik konten-konten yang trending di Tik-Tok dan menyesuaikan dengan konten milik sendiri. Kostumasi adalah suatu penyajian dalam video atau tampilan video agar lebih menarik.

Kata Kunci: Dakwah, Pesantren, Komunikasi Marketing, Tik-Tok

Introduction

Globalization is a process of international integration that occurs due to the exchange of world views, products, thoughts and aspects of culture. Globalization is defined as a process that produces a single world. Even in the current era of globalization, there are many positive and negative impacts, in other words, globalization can be said to be hopeful and can also be said to be a fairly influential change (Rohmy, et al, 2021). Developments in this era of globalization have skyrocketed with many of the latest technological innovations. With so many social media that have sprung up with different versions and functions. Thus makes people now curious and want to try using various kinds of social media in internet (Rachman, 2017).

The development of the era that continues to change, marked by increasingly sophisticated technology cannot be denied. The existence of increasingly sophisticated technology, can facilitate all activities, one of which can be used as a tool for marketing activities (Putri, 2021). Marketing has undergone a significant transformation in Indonesia, marked by the existence of e-commerce and digital transactions changing the shopping culture that was previously face-to-face to online which eventually emerged a new market development, namely digital inbound marketing, where this new type of marketing focuses

on attracting consumers who choose to interact with a particular company that provides something useful (Rachman, 2019).

Social media is also a tool that can help sellers promote not only in a narrow scope, but can also promote with a wider reach, both regionally, nationally, and even internationally, therefore promotion needs to be done as well as possible. Along with the rapid development of the influence of technology, it is marked by the emergence of the internet which gives rise to various applications that provide various business opportunities (Diana, 2021).

Social media is also a forum that is able to create various forms of communication and provide various kinds of information for all circles of society. With social media, every individual can communicate and share information with all walks of life. Media is a tool or means used to convey messages from communicators to audiences, while the notion of mass media itself is a tool used in delivering messages from sources to audiences by using communication tools such as newspapers, films, radio and television (Cangara, 2010). Marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell (Kotler, 1999). Shimp said, marketing communication can be understood by outlining its two main elements, namely communication and marketing. Communication is the process by which thoughts and understandings are conveyed between individuals (Shimp, 2003).

Meanwhile, marketing communication is communication aimed at helping a company's marketing activities are strongly influenced by various forms of media used (Rohman, 2018). Marketing communication can also be a communication activity aimed at conveying messages to consumers and customers by using a number of media and various channels that can be used in the hope that there will be three stages of change, namely: changes in knowledge, changes in attitudes, and changes in desired actions (Selwyn, 2015).

As for social media that can help in marketing activities, one of them is the Tik-Tok platform. The Tik-Tok application in 2020 is growing rapidly and has even become a new culture in Indonesia. Although the application has been around since 2018 but lately the application has been loved by people of all ages, even occupying the top 10 most popular free applications on the Google Play Store worldwide, including in China, Korea and in Indonesia (Zhang, 2021). The phenomenon that occurs today is that Tik-Tok is seen as an application that has a negative impact, while the negative impact that most parents complain about is the presence of pornographic videos that can be accessed by children.

Therefore, the Tik-Tok application was blocked by the Ministry of Communication and Information of Indonesia, to clean up negative and illegal content a few years ago. After 2 years, the Tik-Tok application has become a new trend and culture for the people of Indonesia. But on the other side of the negative impact of Tik-Tok, Tik-Tok can also have a positive impact, seen by many people who use the Tik-Tok application to be creative or provide information about something, even for management in promoting their products/businesses. Through videos and songs / songs contained in the features of this application, it is easier for information to be conveyed and can provide stimulation for those who see it, imitate / share it (Zhao, 2021).

Tik-Tok's mission is to record and present creative and precious moments from all corners of the world through mobile phones. Tik-Tok allows everyone to be a creator and encourages users to share creative expression through 15-second videos. What makes Tik-Tok unique and very valuable to them is the Tik-Tok algorithm that is different from other social media platforms. Tik Tok runs on a content graph, not a social graph. So it is very popular with Tik-Tok users (Klug, et al, 2021).

In the current era, many modern Islamic boarding schools have sprung up. At first, many people did not believe in Islamic boarding schools because they thought that if their children were placed in Islamic boarding schools, they would only gain religious knowledge and would not guarantee their future (Farid, 2019). However, with the emergence of many modern Islamic boarding schools by following the times, Islamic boarding schools are now combining religious knowledge and general knowledge. This can change people's perceptions, who were initially hesitant to place their children in Islamic boarding schools to become more enthusiastic about placing their children in Islamic boarding schools, and make people's trust in Islamic boarding schools greater (Nihayaty & Rohmy, 2020).

One of the pesantren in Lumajang is the Asy-Syarifiy Islamic Boarding School. One of the caregivers at the pesantren is Zadul Maad, or commonly known as Gus Maad. Gus Maad has a personal Tik-Tok account but the Tik-Tok account is used by Gus Maad as one of the marketing communication media, it is acknowledged by himself, he mentions that one of the marketing communication strategies carried out by the Asy-Syarifiy Islamic Boarding School is using Tik-Tok which owned by him other than the official social media of Asy-Syarifiy. Gus Maad has received approval from the senior caretaker of the cottage to use his personal account as a marketing communication medium and was ordered by the caretaker of the cottage to optimize his personal media in addition to the existing media.

Based on the description above, Gus Maad, with the account name Tik-Tok @Kingzadma, uses the Tik-Tok social media account to attract the interest of teenagers, who are currently addicted to playing Tik-Tok. Gus Maad presents a unique and meaningful new trend to attract interest from various circles. He utilizes Tik-Tok social media by filling out Islamic studies, student activities at his Islamic boarding school. By using a Tik-Tok account, Gus Maad conveys the activities of the cottage, the atmosphere of the cottage. That way the audience can be attracted to stay at the pesantren, such as those from Singapore.

Gus Maad's Tik-Tok account @Kingzadma almost every day uploads videos containing Islamic boarding school activities, whether it's about the Koran, the atmosphere of the cottage and others related to Islamic boarding schools. From the video uploaded by the @kingzadma account, the audience is interested in putting their children in the boarding school. This is evidenced by the increasing number of students staying at the pesantren. Gus Maad said that before using Tik-Tok social media the students who were staying were only dominant from Lumajang district and before using the Tik-Tok account the number of students was still in their 90s. After using Tik-Tok social media, the number of students has increased, reaching 200, and many are also staying at the pesantren, starting

from outside the city, outside Java and even from foreign countries such as Malaysia and Singapore.

In addition to the above, as evidenced by the number of followers and likers, namely 56.5 k followers, 1.1 M likers. Thus, it can change people's thinking, which initially considered that Tik-Tok was a useless application into a useful application filled with activities for students to recite the Koran. The theory used in this study is the theory of Social Media Marketing which was popularized by Angella J. Kim and Eunju Ko. They mention, there are at least four elements in social media marketing, namely, Entertainment, Interaction, Trendiness and Customization (Kim & Ko, 2012). Marketing communication on social media must have the essence of entertainment. In addition, it must also be interactive. The reason is, the characteristic of social media is two-way communication. Marketing communication must also be in accordance with what is trending. this makes promotion easier, because it's tied to anything that's going viral. Therefore, communication marketing makers, must look at customizing the content that is presented. How is it related to preaching? In the current era, Islamic boarding schools that have social media, including Tik-Tok accounts, should use this account for propaganda. So, what is being done is not only about marketing communications, but also about how to use everything there is to preach, invite others to the path of goodness (Munir, 2021).

This study uses a virtual ethnography method, virtual ethnography is simply ethnography is an artifact originating from a society (Nasrullah, 2017). Ethnography is a qualitative research design in which a researcher describes and interprets the exchanged and learned patterns of cultural groups regarding values, customs, beliefs, and language. Virtual ethnography reveals how cyber culture is produced, where it emerges, relationships and patterns, to how it functions through the medium of the internet (Ida, 2018). A simple virtual word after ethnography is the field or location of ethnographic research. As in this study, the virtual is a Tik-Tok account. Thus, the research refers to the ingredients contained in @Kingzadma's Tik-Tok content. The limitation is the most liked content. The content will look at aspects of entertainment, interaction, trendiness, and customization, based on the perspective of da'wah and marketing communication. There four videos in this article, the first, posted on 03-02-2021 there were 3548 likes and 115 comments. The second video uploaded on 30-01-2021 has 27.6k and 850 comments. The third one is uploaded in 19-05-2021, there are 3695 likes and 148 comments. The fourth video uploaded on 14-01-2021, there are 2041 likes and 30 comments.

Entertainment

Tik-Tok social media has proven to be a media for promotion, propaganda and entertainment. Tik-Tok is the fastest growing social media platform in the world, Tik-Tok allows its users to create short 15-second videos with music, filters and other creative features. What makes Tik-Tok stand out among other social media is its entertainment app that allows anyone to become a content creator because of its simplicity and ease. Tik-Tok application users are mostly teenagers, where adolescence is a period of seeking self-existence which you want to admit about its existence to understand a meaning of life for

oneself which is believed to form a personality. Self-existence can be seen in terms of their behavior, language, lifestyle, and way of thinking (Moefad, et al, 2021).

Guz Maad with the account name Tik-Tok @kingzadma, said that it was very possible for Tik-Tok social media to be an entertainment medium because Tik-Tok was originally created as a means of entertainment, Tik-Tok is an application that can be done anywhere and anytime, and the content material is practically free. So that content creators can share a lot of things, not focus on one topic or theme that they want to share on social media and don't need a lot of property or special places to create content.

By using sophisticated technology Tik-Tok provides an excellent process algorithm, where users are given videos that accurately match user preferences and needs, freedom is given to users so that users are free to share videos on Tik-Tok in various ways, starting from the challenge of content that always follows current trends in society, celebrities who use and become creators on Tik-Tok make people follow their idols, and also Tik-Tok's own unique marketing with more attention to the content in it.

Tik-Tok can help in marketing activities. The Tik-Tok application in 2020 is growing rapidly and has even become a new culture in Indonesia. Although the application has been around since 2018, but lately the application has been loved by people of all ages, even occupying the top 10 most popular free applications on the Google Play Store worldwide, including in China, Korea and in Indonesia. Tik-Tok can also have a positive impact, seen by many people who use the Tik-Tok application to be creative or provide information about something, even for management in promoting their products/businesses. Through videos and songs / songs contained in the features of this application, it is easier for information to be conveyed and can provide stimulation for those who see it, imitate / share it.

Gus Maad with the account name Tik-Tok @kingzadma, uses the Tik-Tok social media account to attract the interest of teenagers, who are currently addicted to playing Tik-Tok. Gus Maad presents unique and meaningful new trends to attract interest from various circles. He utilizes Tik-Tok social media by filling out Islamic studies, student activities at his Islamic boarding school. By using a Tik-Tok account, Gus Maad conveys the activities of the cottage, the atmosphere of the cottage. That way the audience can be attracted to stay at the pesantren, such as those from Singapore. Social media is a very effective means of publication. The social media that are widely used are youtube, whatsapp, facebook, instagram, Tik-Tok, line, tweeter, reddit, pinterest and tumblr. The use of social media as a medium of da'wah is a new thing for a preacher. So far, da'wah media is widely used through the YouTube, Instagram, and Facebook platforms (Verolyna & Syaputri, 2021).

Over time, da'wah or preaching is no longer only using the platforms Facebook, Youtube, and Instagram. But there are some da'i who use the Tik-Tok platform in preaching because at this time a preacher is required to be more creative and innovative in packaging his da'wah message, one of which is preaching through Tik-Tok (Febriana, 2021). Because Tik-Tok already has thousands and even millions of users from various countries. The Tik-Tok application that we know today did not appear as Tik-Tok at first. In

September 2016, Chinese company ByteDance launched a short video app called Douyin. Within 1 year, Douyin had 100 million users and 1 billion daily video views. Gus Maad with the account name Tik-Tok @kingzadma, said that it was very possible if Tik-Tok was used as a propaganda medium and now the preachers have started using Tik-Tok to preach, because Tik-Tok now has more users than all walks of life, from small children to the elderly, have used Tik-Tok and the boarding school students have also begun to create educational content on Tik-Tok (Hakim, et al, 2021).

Interaction

There are four videos with the highest number of "likes" reviewed in this section. The interactions that occur in the videos are numerous and here are four videos, the first video uploaded by the Tik-Tok account @Kingzadma on 03-02-2021 there were 3548 likes and 115 comments. In this video there is a comment from the @Syafara_01 account he asked about the elder kyai of the Asy-Syarifiy Islamic Boarding School, then the @Kingzadma account answered with a greeting answer from the Asy-Syarifiy Islamic Boarding School Pandanwangi-Tempeh-Lumajang-East Java #santrilumajang #fyp #santri and comments next from the @Muhlas adiputra account, he commented on the cellphone used by @Kingzadma which he said the cellphone was expensive and definitely a lot of money, then the @Kingzadma account answered it with Aminn's answer, robbal alamin, hopefully it will be a prayer for success for you too, he also prays for people who comment on the uploaded video. The next comment from the account @Fillio Aulia averrus, he asked about the cottage whether there was a high school, then @kingzadma replied to the account's comment with the answer that there were SD, SMP, SMK & MA Excellent, then the account asked again about the boarding school Did someone wash their own clothes, then he answered it's up to you, because in the cottage there are also those that are dry and some are washed by themselves, so it's up to the one who stays, commented by the account @Alfi Ajjah, he commented that hopefully the child of the account owner will grow up he can stay at Pondok Asy-Syarifiy he wants, then @Kingzadma responds to the comment of the account with the answer aminnn and Beliu is very friendly to the comments commenting on the video on @Kingzadma, the next comment from the @Rainnightini account, he asked what was in the cottage there is a gardener, because what he saw in the video was very neat and well-organized and clean, la Lu @Kingzadma answered it, there is no gardener in this cottage, everything was done by the students who stayed at the boarding school, everything was purely done by the students, the next comment from the Tik-Tok account @ Futikha982, he asked about the rooms of the students who stayed in Asy - Syarifiy who was being held was immediately answered by @Kingzadma, then he answered by telling patience because he was still out of town so he couldn't provide pictures or videos about the santri room and he told the account to wait for the vt he would give, comments from the @Annazif_Family account, he commented that he wanted to ask for the video to be used as an illustration because he was pioneering building a madrasa and to be an example of a madrasa in the Asy-Syarifiy hut. Then @kingzadma replied to the comment he said that the raw video was no longer available and he suggested to the owner of the

account to see it on Asy-Syarifiy's youtube channel for more clarity and detail, the next comment from the account @Erni Dwi, he asked about whether it is okay if from outside the city stayed at Pondok Asy-Syarifiy, then @Kingzadma answered with pleasure he answered yes, because there were already many students from outside the city staying at Asy-Syarifiy, comments from the account @Ima orphanah, he asked about the atmosphere of the cottage for what kind of son so that the prospective new santri can know the atmosphere of the cottage, then @Kingzadma replied, he told the account owner to see the previous video, because the previous video explained how the atmosphere of the Asy-Syarifiy cottage was, and the last comment from the account @Khomsatun Atun, he asked to make a video about the students' rooms so that they could see know what the shape and tidiness and cleanliness look like, then @Kingzadma replied so that the account owner would know about the students' rooms, he suggested that they could look at the uploaded videos.

The second video uploaded on 30-01-2021 by the @Kingzadma account and this dividio has 27.6k and 850 comments, here is a comment from the account @Bunda Lilik Rosyidah, she asked about if there was a student guardian from out of town, was there a place for lodging for the wali satri from out of town, then the @Kingzadma account answered the comment of the account, he replied by providing a link to view information about the fan, the next comment was from the account @Nayla Almira, he asked about the monthly fee, because the owner of this account wants to lodge his son was at the cottage then @Kingzadma replied, GiniGay #fyp #beasiswa #santri #santrimendunia #alasantri #ayomondok #lumajang #jember #pesantrenlumajang to find out more info, comments from @Ekamaya's account, he commented asking for prayer so that he can save and you can also lodge your child in the lodge, then @Kingzadma replied with the answer amen yarobbal alamin he is very friendly There are polite comments, the next comment is by the account @Mantune Ms. lia, she asked about the flow of streams in the cottage, and then @Kingzadma answered that in our cottage it was Aswaja Ahlusunnah Waljamaah, NU so it was clear that at Pondok Asy-Syarifiy it was is Aswaja Ahlusunnah Waljamaah, NU, comments from the @Dastrid RMZ account, he asked about education at Asy-Syarifiy, because he wanted to know what was going on in Asy-Syarifiy, then @Kingzadma replied that there are excellent SMP-SMK-MA like that, then the account is grateful that he knows what he wants, and he is also grateful for the answer and the owner of the account is a Madurese who is now in Bali, the account @Hikmah_aisy, he commented that his house is near the Asy-Syarifiy hut he is an alumni of PP Miful Timur Rice field Pandanwangi, then answered by @Kingzadma, with a very short answer, the next comment from the account @Yunda linsi, he commented that hopefully his son and pony can stay at the Asy-Syarifiy boarding school, then @Kingzadma responds very well, comments from the @Robby Official account, he asks this is the Asy-Syarifiy boarding school, then asks again about whether they are still the same family as mbah Syarifuddin Wonorejo, then @Kingzadma he replied with short, the enggeh of the Asy-Syarifiy Islamic boarding school and the kyai syarif is my mbah, the next comment from the @Nada account he asked about the girls' boarding school and also about the nanny from NU or not then he asked again if there

were students who had finished class quitting class 7 junior high school, is it still repeating from 7th grade, then @Kingzadma answered all the questions on the account, he answered yes. Just wait, then we manage like Pondok Gontor, the answer from him, comments from the @Henk_Honk account, he comments that the students are a bit wasteful for the garden, to study, you have to shift, then @Kingzadma answered, who said? Depending on the commitment, if there are thousands of students, they just need to find land and form a complex. Like our pesantren, because everything has a process, if there is a will, everything will be done.

The third video uploaded on 19-05-2021 by the @Kingzadma account and in this video there are 3695 likes and 148 comments. Here is a comment from the @Ida elifah account, he commented quite well, Gus, in my daughter's cottage I only used a mat without a mattress, then @Kingzadma replied to this account's comment, it's optional, why don't use a lot of mattresses, so this cottage does not provide mattresses in the room if someone brought the mattress, not all of them, then my owner is grateful because @Kingzadma has replied, the next comment from the @Mlenuk account, he commented that he had fixed it to put his child in Asy-Syarifiy and he is from Pangkalanbun-Central Kalimantan , @Kingzadma replied to the comments from the account with a short answer amen, then comments from the @Luluklathifah2 account, he stated that Pondok Asy-Syarifiy was already great and successful, and he wanted to house his child but because it was far away he still hesitated, then @Kingzadma answered, there are also many who are from out of town, so don't worry if you want to house your child in Pondok Asy-Syarifiy and then the owner of the account happy with the answer that has been answered by @Kingzadma, the next comment from the @Fauzan account, commenting that at the Mambaul Ulum Islamic Boarding School, Pamekasan Madura bricks if you bring a mattress and pillow it says you want to sleep not want to recite the Koran, then @Kingzadma answered very true and I agree with that, because the lodge is not a place to sleep comfortably, the account @Maria.Ariek commented, does Asy-Syarifiy accept elementary school students, then @Kingzadma answered the comment by providing a link so you can see clearer info, comments that then from the account @Seorangsuamiistrisatu_anakdua, he asked about whether the santri could leave the cottage more or less freely like that, @Kingzadma answered the comment by including a link so that it could be more clear, the comment from the account @NengZeilaNyonyaAlfan, he told me that it was the right place for him it's just a carpet, it's rarely even a natural carpet on the floor but hamdalah healthy wal'afiyat, @Kingzadma replied, that's what is called a real boarding house because from the beginning every hut didn't use a mattress to sleep, the account @User3378652163566, he asked if he could study at the cottage and he still hasn't finished junior high school until grade 2 and he's already 21 years old I want to stay and want to memorize the Qur'an, then @Kingzadma answered briefly, a comment from the @Manusi account, he commented on the same blanket as meliknya at home and @Kingzadma answered briefly with the question, the @Cha account commented, he was happy with the voice of the owner of the @Kingzadma account, and @Kingzadma replied, that he often doesn't feel confident with his voice. Because I want to have a loud voice to be authoritative.

The fourth video uploaded on 14-01-2021 by the @Kingzadma account and in this video there are 2041 likes and 30 comments. Comments by the account @Ayu Margaretha, he commented that the owner of this account wants to wait if there is a TPQ to teach his child at the Pondok, then @Kingzadma replied, if in Asy-Syarifiy there is already 99.9% TPQ, just pray and accept prospective students new, the official @Robby account commented that his house was near the Asy-Syarifiy hut and he also told his grandmother's house that it was in Kebonsari, then @Kingzadma answered it with a very short answer yes, the next comment by the @Bakul Lombok account commented that for new students it is recommended not to stay in this building because the building is very high so there is a sense of worry, then @Kingzadma replied to the comment, if the building is dedicated to students who have been staying for a long time, so it is safer, comments from the @Ifaa account he asked that reviewed the institutions in the cottage such as SMP & SMK, and @Kingzadma replied with a soon answer like that, the comment that then from the @Queenara account, he ordered that in Situbondo there is also a hut like that to make it easier to house his child, then @Kingzadma answered the comments from the account, he asked for prayers to the account owner, further comments from the account @Sunarialief, he gave support to the video he commented on then @Kingzadma responded well and was also very grateful to the owner of the account, the @Rey_end account commented that he asked for permission to visit the building to create content, then @Kingzadma replied, he allowed and also let me know if you want to go to the building after Asr because the view is good when it's Asr, comment by the account @Kayla Ainun Nissa, she is very happy because the vt has been made by the @Kingzadma account and she is very happy and she is also a Lumajang person, then @Kingzadma too answered it in a friendly manner he replied to the comments from the account with the same answer, he was very friendly to people who make comments that are not eccentric, the next comment from the @Kamilatul millah account, in his comment he said that the Asy-Syarifiy cottage was close to his house, and @Kingzadma briefly replied to the comment of the account owner @Kamilatul millah. Interaction on the @Kingzadma account, the comments in the video have positive and negative comments, most of the comments from the 29 comments and 15 comments are positive about the video, and the @Kingzadma account owner replies to comments on the uploaded video.

Trendiness

Trandines is a communication that relies on the contemporary spirit, this is done by the @Kingzadma account, for example in the first video he makes a narration in a contemporary language, there is a sentence that says Islamic boarding school feels like villa chekk, and that is the communication style of young people who are contemporary and it's always worn by young Tik-Toker @elmandsipasi. The second video on the @Kingzadma account is how to take pictures or engage in good videos so that viewers can enjoy the uploaded videos and the language in the video is also interesting and very clear, so that people who listen to it feel comfortable. How to take pictures in this video is also the same as Tik-Toker @ernshy. The third video on the @Kingzadma account is about the audio

used in the video, the audio is also often used by Tik-Toker @yugure_music the music is pleasant to hear and in accordance with the contents of the video he recorded, and the video explains about the male students' rooms, and also communicates with the students. The fourth video on the @Kngzadma account he made a video about the old building that had not been used for a long time and how to take very detailed pictures and he explained about the building starting from the lower building to the upper building, and how to convey the contents of the video clearly as Tik did. -Tokers @ziezrahman03 and the backsound used in this video is often used by many Tik-Tokers, especially @estiwi whose video content reflects sharing, and doing good to others in need. Da'wah must be in accordance with current conditions. Currently, da'wah is mostly done on social media. Many da'wah on social media have gone viral and become a trend (Purwanto & Nuha, 2020).

Customization

The unique thing is that the first video on the @kingzadma account is the way of language and the way it is delivered is very clear and easy to hear, not complicated, and the visuals are also good, so it makes the audience comfortable listening to it. And he explained about the hut he managed. The second video on the unique @kingzadma account, he uses soft language and the way it is delivered makes the audience comfortable while watching. Uniquely, his video explains about the cottage he manages, which is very rare for other cottages to use the delivery method via Tik-Tok. In the third video, the unique @kingzadma account is because Gus interviewed his students and the students were shy and surprised when suddenly there was Gus who was recording the video and the students were embarrassed when interviewed by him, because Gus rarely interviewed his students especially in the students' rooms, and it is very rarely done. In the fourth video, the unique @kingzadma account is when he tells the old building that has not been operated for a long time and has now been handed over to him, the way he conveys it is in a soft, clear language so that the audience is comfortable when watching the video and how to take the ankles. the pictures are also good and detailed from the beginning to the end of the video. The ability to process interesting content is an important point in marketing communication on social media. This faces its own challenges when there is a need to insert da'wah content in the content. If the content creator is successful in conducting marketing communication and da'wah at the same time, the benefits that can be obtained will be more (Rohman, 2019).

Conclusion

Based on the results of this study, the researcher can conclude that the Marketing Communication strategy carried out by the Tik-Tok @Kingzadma account uses four elements, namely entertainment, interaction, trendiness and customization. Entertainment is everything in the form of words, places, objects, behaviors that can be comfort or consolation for a difficult or sad heart. Interaction is a meeting between a person and another individual. Trandines are content that is trending on Tik-Tok, Customization is a

presentation in a video or video display to make it more interesting. The need for accurate, precise, and up-to-date information is increasingly needed in line with the rapid development of information technology, especially in the field of promotion. So indirectly Tik-tok social media can help someone to find out about an institution, especially Islamic Boarding Schools by creating content about the cottage. Planning to use social media as a competitive marketing tool requires message content that can attract customers' attention. In addition, it also takes sincerity, attention and response quickly in communicating with customers. Besides being used as a marketing communication medium, in the current era, Tik-Tok social media is also used for da'wah. This is also done by the @Kingzadma account. Through Tik-Tok, the account conveys Islamic and educational values for netizens.

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