

Effectiveness of TikTok as an Entrepreneurship Learning Media in Improving Digital Marketing Competence

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Abstract. This study aims to assess the effectiveness of TikTok as a medium for learning entrepreneurship, specifically in improving digital marketing competency among students at the Pastoral College (STP) St. Bonaventura KAM. The study focuses on how TikTok is used to promote products created by students, such as rosaries, flower pots, and clothing, and its impact on understanding digital marketing. Using a quantitative approach and survey design, data were collected through questionnaires distributed to 100 students who had used TikTok for at least six months. The results revealed that 80% of students reported a significant increase in their understanding of digital marketing after using TikTok. Additionally, 60% found creative content particularly helpful in grasping marketing concepts, and 45% indicated that TikTok increased their engagement and motivation to learn. The study concluded that TikTok is an effective educational tool for teaching digital marketing, offering a more engaging and interactive approach compared to traditional methods

Keywords: Digital Marketing, TikTok, Entrepreneurship Learning, Creative Content, Student Engagement.

1 Introduction

In today's era of rapid globalization and digitalization, technology has brought transformative changes across various aspects of life, including education and business. Among the most notable innovations is the rise of social media platforms, initially created for social interaction but now increasingly utilized for educational and business purposes. TikTok, a leading video-sharing platform, has become a global phenomenon, attracting millions of users worldwide. According to Data Reportal (2022), TikTok boasts over one billion active users, with approximately 113 million based in Indonesia[1]. These figures underscore TikTok's vast potential to engage audiences through creative and interactive content. In modern education, the role of learning media is indispensable. These tools go beyond merely transmitting information; they foster better comprehension, boost student engagement, and support the cultivation of practical skills. Platforms like TikTok provide an innovative opportunity for educational institutions to address the evolving needs of today's digital generation. With their preference for dynamic and visually engaging content, digital-native students find tools like TikTok more aligned with their learning preferences.

TikTok's interactive and visual nature allows for the creation of engaging educational content that resonates with students. It serves as a platform where educational institutions can bridge the gap between traditional teaching methods and modern learning demands. By leveraging TikTok's potential, educators can deliver content that not only informs but also inspires active participation, making the learning process more engaging and effective for the digital generation. This highlights TikTok's dual capability as both a tool for entertainment and a resource for education.

Specifically, in entrepreneurship education, the use of social media as a learning medium opens up significant opportunities. Entrepreneurship is not just about starting businesses but also about understanding the market, creating value, and innovating. One crucial skill entrepreneurship students must acquire is marketing. Marketing involves identifying consumer needs, designing relevant products or services, and effectively communicating product value to the target market. Technological advancements have transformed the marketing landscape into digital marketing[2]. In this digital era, digital marketing has become one of the essential skills for success. Through digital platforms, businesses can reach broader audiences more efficiently. For students, digital marketing entails the ability to grasp digital strategies, adapt to technological changes, and leverage platforms like social media for effective promotions. TikTok, with its captivating video-based content, emerges as a promising platform for learning digital marketing[3]. This platform provides students with an opportunity to not only learn the theoretical aspects of marketing but also practice them through creative content creation. As a learning tool, TikTok enables students to develop their skills in producing promotional videos, crafting compelling narratives, and engaging directly with audiences. This makes TikTok more than just an entertainment platform it is also a relevant and practical learning tool[4].

Previous studies have highlighted that video-based social media platforms like YouTube and TikTok can significantly increase student engagement in the learning process[5]. These platforms not only enhance motivation but also offer real-world examples that demonstrate how digital marketing strategies work in practice. For instance, students can use TikTok to promote products they have created, such as handmade crafts, apparel, or food items. Through short, engaging videos, students can showcase the production process, emphasize the unique value of their products, or offer creative tips tailored to their audience. This approach allows students to both understand digital marketing theories and apply them in real-world contexts, effectively bridging the gap between theoretical knowledge and practical experience in the digital marketing field.

While much research has explored the use of social media in education, TikTok remains underexplored as a tool for entrepreneurship education. This study fills that gap by focusing on how TikTok can be utilized to enhance students' digital marketing competencies. TikTok's visually captivating and participatory format is regarded as a more efficient means of imparting practical skills, such as digital marketing, when contrasted with conventional teaching methods. Furthermore, this study emphasizes the fusion of entrepreneurship education with digital marketing strategies. TikTok allows students to explore relevant marketing strategies aligned with current digital trends[6]. In this process, students learn how to create engaging content, optimize TikTok's algorithm to reach a broader audience, and evaluate the success of their campaigns through the platform's analytical tools.

While research on the role of social media in learning and marketing continues to grow, there remains a notable gap in studies specifically exploring TikTok as a tool for teaching entrepreneurship, especially in enhancing students' digital marketing competencies ⁷. This study bridges that gap by examining the effectiveness of TikTok in enhancing digital

marketing competencies for entrepreneurship students at St. Bonaventura Pastoral College (STP) KAM, offering valuable insights into its potential as a teaching tool.

This research is significant as it highlights TikTok's potential to offer a visual and interactive learning experience that may be more effective than traditional educational methods, especially in teaching the practical aspects of digital marketing. The interactive nature of TikTok allows students to engage with content dynamically, making the learning process more engaging and suited to the preferences of today's digital generation.

This study is distinctive in its combination of entrepreneurship education with digital marketing strategies through social media, an area that has not been thoroughly examined in current academic research. By examining TikTok as a learning tool, the research offers important insights into how social media platforms can be effectively leveraged to improve learning outcomes, especially in the context of entrepreneurship education. This approach highlights the potential of using digital platforms to enhance both theoretical knowledge and practical skills in entrepreneurship[7].

The findings are highly relevant for educational institutions, as they emphasize the potential for developing social media-based learning methods that can meet the needs of contemporary students. These insights suggest that platforms like TikTok can be integrated into the curriculum to create more engaging, interactive learning environments. This approach would not only increase student engagement but also improve their competencies in digital marketing, an essential skill for entrepreneurs in today's business world. The study offers practical guidance for incorporating social media tools like TikTok into educational settings, enhancing the overall learning experience and better preparing students for the challenges of the digital economy.

2 Method

This study adopted a quantitative approach, using a survey method to assess TikTok's effectiveness as a medium for learning entrepreneurship, particularly in enhancing students' digital marketing competencies. The research was conducted at St. Bonaventura Pastoral College (STP) in the Archdiocese of Medan, focusing on students enrolled in the entrepreneurship program during the 2023/2024 academic year. A random sample of 100 students was selected, ensuring they had used TikTok for at least six months and had a basic understanding of digital marketing. This selection was made to ensure that the participants possessed relevant experience, allowing them to provide meaningful insights into TikTok's application in entrepreneurship education.

Data collection for this study was carried out over one semester, from January to June 2024. During this period, students participated in learning activities that incorporated TikTok as a tool to understand digital marketing concepts within the entrepreneurship curriculum. A structured questionnaire was used to gather data, employing a Likert scale ranging from 1 (Rarely) to 4 (Very often) to measure the frequency of TikTok usage in the students' learning activities. The questionnaire was distributed online through Google Forms to assess students' engagement with TikTok as a learning tool. The data collected was analyzed using descriptive statistics and inferential methods, including simple regression analysis, to explore the correlation between TikTok usage and improvements in digital marketing competencies.

The findings of the study indicated that TikTok is an effective tool for learning, with 80% of respondents reporting a significant increase in their understanding of digital marketing after

using the platform. In addition, 60% of the students found creative content especially helpful in comprehending marketing concepts, and 45% noted that TikTok enhanced their engagement and motivation to learn. These results suggest that TikTok provides a dynamic, interactive learning experience and highlights the potential of integrating social media into educational environments to enhance students' practical skills, particularly in digital marketing and entrepreneurship.

This research was conducted among students enrolled in the entrepreneurship program at St. Bonaventura Pastoral College (STP) in the Archdiocese of Medan during the 2023/2024 academic year. A total of 100 students were selected randomly as participants, with specific criteria ensuring they had been using TikTok for at least six months and possessed basic knowledge of digital marketing. These criteria were established to ensure that respondents had relevant experience and understanding to provide meaningful insights into TikTok's role in entrepreneurship education. The data collection process took place over one semester, from January to June 2024. During this period, students participated in learning activities that integrated TikTok as a tool for understanding digital marketing concepts within the entrepreneurship curriculum. The activities focused on leveraging TikTok's creative and interactive features to enhance students' practical and theoretical knowledge of digital marketing strategies.

The primary data collection instrument in this study was a structured questionnaire, which utilized a Likert scale with response options ranging from 1 (Rarely) to 4 (Very often) to measure the frequency of TikTok usage in students' learning activities. The questionnaire was distributed online through Google Forms to all selected participants, ensuring that it was easily accessible and simple for the respondents to complete. This method enabled the gathering of quantitative data, which was essential for analyzing TikTok's effectiveness as a learning tool and providing insights into its potential role in enhancing entrepreneurship education[8]. After data collection, the responses were analyzed using descriptive statistics to assess the distribution of student responses. To further explore the relationship between TikTok usage and improvements in students' digital marketing skills, inferential statistical methods were applied. Simple regression analysis was also conducted to determine the extent to which the time spent on TikTok influenced the students' digital marketing competencies, offering a deeper understanding of how the platform contributes to learning outcomes in the context of entrepreneurship education.

The study was aimed at assessing the potential of TikTok as an effective learning tool for entrepreneurship and digital marketing[9]. By identifying the relationship between TikTok usage and competency development, the research provides insights into how digital platforms can be harnessed in education. Ultimately, the findings of this study are expected to contribute to the development of innovative, social media-based learning methods that align with the educational needs of today's digital generation. This approach highlights the evolving role of technology in education, particularly in preparing students to adapt to and thrive in the modern business landscape. In conclusion, this study aims to provide valuable insights into the effectiveness of TikTok as a learning tool, particularly for entrepreneurship and digital marketing education. It explores how the platform can enhance students' understanding of key concepts and skills. Additionally, the study contributes to the development of social media-based learning methods in educational institutions, demonstrating the potential of integrating platforms like TikTok into academic programs. By examining TikTok's role in learning, the study highlights the growing importance of digital tools in education and offers a framework for utilizing social media to enrich the learning experience.

2 Research Result and Discussion

This study demonstrates that using TikTok as a learning medium for entrepreneurship can significantly enhance the digital marketing competencies of students at STP St. Bonaventura KAM. This study shows that TikTok, when used as a learning tool for entrepreneurship, can significantly enhance the digital marketing skills of students at STP St. Bonaventura KAM. The platform allows students to not only learn theoretical aspects of digital marketing but also apply them practically by creating engaging content. Through this hands-on approach, students have the opportunity to demonstrate their creativity by promoting products such as rosaries, flower pots, candles, food, and clothing. These videos not only reflect the technical skills involved in crafting the products but also show students' ability to effectively market and promote their work. Using TikTok, students gain valuable experience in attracting and engaging an audience, a key aspect of successful digital marketing. This approach highlights how TikTok can be used not only as a tool for learning but also as an effective platform for students to demonstrate their entrepreneurial skills in real-world scenarios.

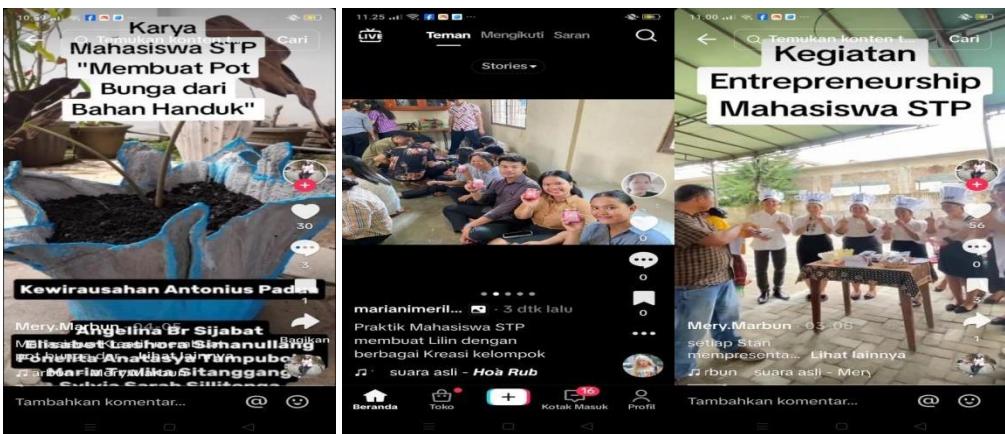


Fig. 1. Marketing of Flower Pot Products, Food and Candles

Students can leverage TikTok's creative video features to effectively showcase the uniqueness and value of their products. For example, a video about rosary-making can illustrate the production process, highlight the materials used, and delve into the spiritual significance of each rosary. This approach not only educates the audience about the craftsmanship but also creates an emotional connection, which can enhance the appeal and relatability of the product to potential customers.

Similarly, for products like flower pots, students can use videos to demonstrate plant care, share useful gardening tips, and exhibit various pot designs. By doing so, they not only promote their products but also provide additional value to viewers with an interest in gardening, transforming the content into a learning experience. For clothing products, students might create mini fashion shows, offer styling advice, or share the concepts behind their designs. These engaging and practical presentations can captivate audiences while effectively showcasing the functionality and creativity of their products. Through such content, students are able to merge marketing with storytelling, making TikTok a powerful platform for both education and promotion.

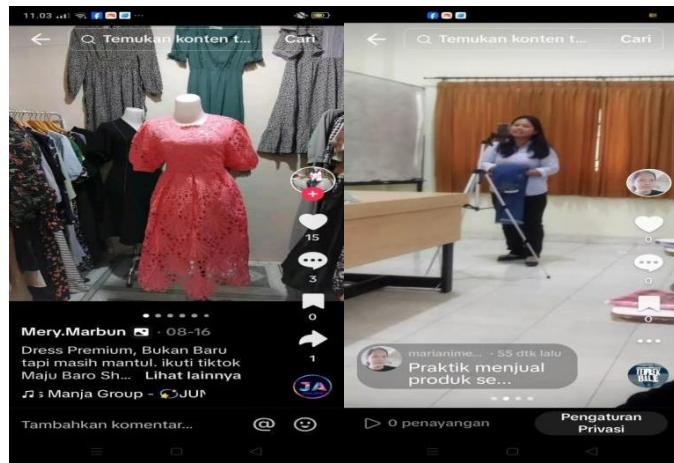


Fig. 2. Marketing Women's Clothing Products

This approach was able to attract the attention of more TikTok users, while expanding their digital marketing reach. By utilizing TikTok, STP St. Bonaventura KAM students not only hone their digital marketing skills, but also increase their creativity and innovation in business. This experience illustrates that social media can serve as a powerful and effective learning tool in the context of entrepreneurship. Based on the creative content displayed by students, it is clear that TikTok is one of the learning media that is very popular with students in developing entrepreneurial knowledge, especially in the field of digital marketing. The results of distributing the questionnaire via Google Form showed that students showed high interest and enthusiasm in using this platform as a learning tool. To provide a clearer picture of the findings of this study, the data obtained from the questionnaires were processed and presented in the form of tables and pie charts. The tables will detail various aspects assessed by students, such as their satisfaction with the learning method using TikTok, its effectiveness in improving their understanding of digital marketing, and the types of content that are most interesting to them.

Meanwhile, pie charts are used to depict the percentage of respondents who agree or disagree with certain statements in the questionnaire. In this way, data visualization helps in understanding how much influence TikTok has as a learning medium and how students respond to the use of this platform in the context of entrepreneurship learning. Through this approach, research findings can be conveyed more effectively and easily understood by readers.

Table 1. TikTok Usage Level for Entrepreneurship Learning

TikTok Usage Categories	Percentage of Respondents (%)
Very often	35%
Often	45%
Sometimes	15%
Seldom	5%

Source: Research data, 2023

The data from Table 1 highlights that the majority of students use TikTok frequently or very frequently as a medium for learning entrepreneurship. This high rate of usage reflects students' enthusiasm and interest in leveraging TikTok as a tool for digital education. The platform's popularity is attributed to its interactive and visually engaging nature, which aligns well with the learning preferences of today's digital-savvy generation. TikTok's ability to present information in concise, creative formats makes it an effective medium for teaching entrepreneurial concepts, fostering active engagement, and improving learning outcomes.

These findings emphasize the growing importance of integrating social media platforms like TikTok into modern education systems. By frequently engaging with TikTok, students are not only learning theoretical aspects of entrepreneurship but are also developing practical skills, such as marketing and innovation, through real-world applications. This trend underscores TikTok's potential to be a transformative educational tool, capable of bridging the gap between traditional teaching methods and the evolving demands of digital learning environments. As such, it highlights the need for educators to explore and incorporate similar digital platforms into their teaching strategies.

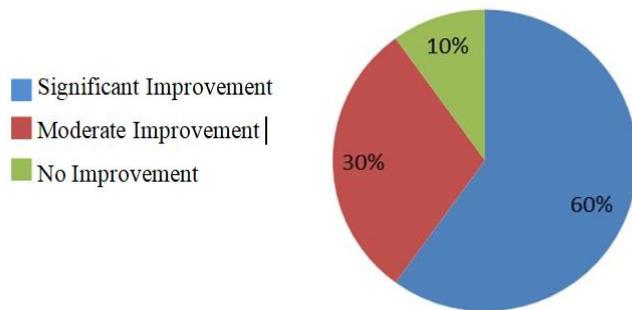


Fig. 3. Level of Digital Marketing Competency Improvement

Figure 3 shows the increase in students' understanding of digital marketing after using TikTok as a learning medium. Based on the graph, 60% of students reported a significant increase in their understanding of digital marketing concepts, while 30% experienced moderate improvement, and 10% did not feel any improvement. The findings of this study provide a positive picture regarding the effectiveness of TikTok as a learning medium. This shows that TikTok is not only popular as an entertainment platform but also has potential in the context of entrepreneurship learning, especially in building digital marketing competencies among students.

This study aims to assess the effectiveness of TikTok as a medium for entrepreneurship learning, particularly in improving digital marketing competencies among students at STP St. Bonaventura KAM. The results indicate that a significant majority of students frequently or very frequently use TikTok as a learning tool for entrepreneurship. Additionally, 60% of students reported a substantial increase in their understanding of digital marketing concepts after engaging with the platform. These findings emphasize the positive impact TikTok can have on students' ability to grasp digital marketing strategies. The discussion of these results is tied to the objectives outlined in the introduction, where it was noted that digital marketing competency is crucial in the modern business world. By utilizing TikTok as a learning medium, students are able to access interactive, easily digestible content that aligns well with

the learning preferences of today's digital generation. The study's findings confirm earlier research suggesting that video-based social media, like TikTok, significantly enhances student engagement and motivation to learn.

This platform enables students to explore digital marketing concepts through real-world examples and creative, visual content, thereby deepening their understanding of key marketing strategies. The use of such a dynamic, visually engaging platform supports students' ability to better retain and apply marketing knowledge, making it an effective tool in contemporary entrepreneurship education. In conclusion, TikTok proves to be a valuable learning resource for improving digital marketing competencies, providing an innovative way for students to engage with and master key business skills relevant to the digital era[10]. TikTok allows students to learn digital marketing through real-world examples and creative visual content, enhancing their understanding of relevant marketing strategies.

Furthermore, the study shows that 45% of students use TikTok as a learning medium frequently, showing a high level of interest in the content offered[11]. This indicates that students do not only see TikTok as an entertainment platform, but also as a valuable source of information. The increase in understanding reported by 60% of students reflects TikTok's effectiveness in delivering digital marketing material in a contextual and applicable manner. This is in line with the opinion [11] that the ability to adapt to technological changes and understanding of digital strategies are key components of digital marketing competency[12]. The findings of this study have important implications for the development of learning methods in educational institutions. TikTok's potential as a learning medium can be maximized by integrating it more deeply into entrepreneurship education curricula. By doing so, it offers a more engaging and relevant learning experience that resonates with the needs and preferences of today's digital generation. This study suggests that educational institutions can further enhance the learning process by collaborating with marketing practitioners. Such collaborations could help create content on TikTok that is not only relevant but also directly applicable to real-world marketing challenges.

Moreover, the study recommends expanding research to explore additional dimensions of TikTok's use in education. Future studies could examine its impact on other entrepreneurial skills, such as creativity and innovation in marketing, which are essential for navigating the dynamic business landscape. It is also important to investigate demographic factors, such as age, cultural background, and technological proficiency, which may influence how effectively TikTok supports learning. This broader approach would provide a more comprehensive understanding of TikTok's potential in education[13]. Overall, the findings affirm that TikTok is more than an entertainment platform; it is a powerful educational tool capable of enhancing students' digital marketing competencies. Incorporating social media like TikTok into entrepreneurship education can better equip students to face the complexities of the modern business world, combining theoretical learning with practical, interactive experiences.

3 Conclusion

This study highlights the significant role of TikTok as an innovative learning medium for enhancing digital marketing competencies among students at STP St. Bonaventura KAM.

The findings underscore that active engagement with TikTok can meaningfully enrich students' learning experiences. Over half of the respondents reported a marked improvement in their understanding of digital marketing concepts after utilizing TikTok for learning purposes.

This evidence positions TikTok as not merely an entertainment platform but a valuable educational tool capable of bridging theoretical knowledge and practical application. The increased motivation and engagement observed among students using TikTok reflect its alignment with the preferences of the digital generation, who favor interactive and visually stimulating learning formats. TikTok allows students to explore complex marketing concepts through hands-on activities such as content creation and audience interaction. This method not only deepens their understanding of digital strategies but also enhances their practical skills, making learning more dynamic and impactful. Furthermore, the platform offers an innovative approach that challenges traditional educational paradigms, presenting entrepreneurship education in a way that resonates with current technological trends.

Despite its apparent benefits, the study also identifies areas requiring further investigation. For instance, the long-term impact of TikTok on students' marketing skills remains unclear. Additionally, demographic variables, such as cultural backgrounds, age, and prior technological proficiency, may influence how effectively students engage with TikTok as a learning tool. Addressing these questions is essential for optimizing the integration of social media into educational frameworks. Future research should examine the sustainability of skills acquired through TikTok-based learning and explore its effectiveness across diverse student demographics. Developing a comprehensive learning model that incorporates TikTok could provide educators with a structured approach to utilizing the platform in entrepreneurship curricula. Such a model would enable institutions to harness TikTok's educational potential while addressing varying learning needs and preferences.

This study underscores TikTok's potential to revolutionize entrepreneurship education by combining theory with practice in a manner that is both relevant and engaging. By fostering creativity and interactivity, TikTok enables students to apply digital marketing concepts in real-world scenarios, preparing them for the challenges of the modern business landscape. As educators continue to seek innovative ways to enhance learning, TikTok offers a promising avenue for integrating technology into education, making it more adaptable to the demands of the digital era. With thoughtful implementation, TikTok can serve as a transformative tool in shaping the future of entrepreneurial education.

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