



## The Success of the Brand Endorsement Campaign on the Tiktok Account Platform @Adinddadh through the Implementation of Business Ethics Strategies in Building Consumer Trust

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### Abstract

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*This study discusses the success of the endorsement campaign on the TikTok platform via the @adinddadh account with a business ethics strategy approach. TikTok as a short video-based platform provides extensive opportunities for creators to promote products, but ethical challenges often arise in the world of endorsements. This research analyzes how the application of business ethics principles, such as transparency, honesty and communication, builds consumer trust and supports campaign success. The method used is a qualitative study with in-depth interviews with creators and literature analysis. The research results show that strategies that focus on transparency and personal engagement with the audience greatly contribute to increasing visibility and consumer trust. This research provides practical insights for content creators and brands to create ethical and effective campaigns.*

**Keywords:** *TikTok, endorsement, business ethics, consumer trust, digital campaign*

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## INTRODUCTION

Social media has become one of the main tools in modern digital marketing. TikTok, as a fast-growing short video-based platform, has created huge opportunities for marketing campaigns, particularly in the form of endorsements. TikTok allows brands to interact directly with consumers through influential content creators (Anderson, 2020). Additionally, TikTok's popularity among the younger generation makes it an effective choice for introducing products or services in a creative and attention-grabbing way. However, in the midst of this trend, the application of business ethics is a very important aspect to maintain consumer credibility and trust (Hasibuan & Nawawi, 2024).

Business ethics in the context of endorsements include transparency, honesty, and social responsibility. Content creators who are able to apply these principles will gain the trust of the audience, thereby driving loyalty and buying interest (Annisa et al., 2024). In this study, we analyzed how TikTok creators like @adinddadh use the platform to promote products with an ethical and creative approach. This research aims to explain how the application of business ethics can increase the effectiveness of marketing campaigns while building long-term relationships with consumers.

TikTok provides a variety of interactive features, such as interest-based algorithms and analytics tools, that help content creators to better target audiences (Anderson, 2020). However, taking advantage of this feature is not enough to guarantee the success of the campaign. Creators must also ensure that the message conveyed remains relevant, authentic, and does not violate ethical principles (Paramesti & Setyanto, 2022).

This research seeks to explore how a combination of technology-based strategies and business ethics principles can result in campaigns that have a positive impact. On the other hand, the success of endorsement campaigns on TikTok is heavily influenced by creators' ability to create an emotional connection with their audience. Creators like @adinddadh have shown that content that is entertaining, informative, and tailored to the needs of the audience can create a greater impact than traditional campaigns (Tandean et al., 2024). By using this approach, they not only promote the product but also build a strong brand identity.

The importance of business ethics is also seen in how content creators deal with criticism or negative feedback from the audience. Creators who are able to demonstrate social responsibility by responding positively to feedback will be more appreciated by audiences (Aprila et al., 2024). This shows that the application of business ethics is not just a short-term strategy, but an investment in long-term relationships with consumers.

Platforms like TikTok have changed the way brands communicate with their consumers, creating a new era in digital marketing. However, it is important for brands and creators to understand that the success of a campaign is not only measured by the number of likes or views, but also by the impact it has on consumer perception and trust (Arifin, 2021). This research places a particular focus on how the principles of business ethics can be applied effectively in this context.

Through this approach, the research is expected to provide in-depth insights into the relationship between business ethics, creativity, and the success of endorsement campaigns on TikTok. Thus, this research not only contributes to the academic literature but also provides practical guidance for creators and brands in creating sustainable and positive impact campaigns.

## **RESEARCH METHODS**

This study uses a qualitative descriptive method with a case study approach. This approach was chosen because it allows for an in-depth analysis of a specific phenomenon, namely the application of business ethics in endorsement campaigns on TikTok. The main focus of the study was how TikTok creators @adinddadh leverage the principles of business ethics to build relationships with audiences and increase the effectiveness of their marketing campaigns (Tandean et al., 2024).

Primary data was collected through in-depth interviews with content creators and analysis of their campaign content on TikTok. The interview is designed to explore the creator's views on the challenges and opportunities in implementing business ethics in the context of endorsements. In addition, secondary data in the form of journals and academic articles were used to strengthen the theoretical foundation of this research (Annisa et al., 2024).

The data triangulation approach is used to ensure the validity and reliability of research findings. This technique involves comparing data from interviews, content analysis, and academic literature to provide a more holistic picture (Yin, 2018). Thus, this research is able to present a more in-depth and comprehensive analysis.

The data analysis process is carried out in stages, starting with data collection, coding, and identification of key themes. The encoded data is then analyzed to find the relationship between business ethics principles and campaign success. The results of this analysis provide insight into how these principles are applied in the specific context of TikTok (Hasibuan & Nawawi, 2024).

With this approach, this study aims to provide practical guidance for content creators in designing effective and ethical endorsement campaigns. In addition, the research findings are also expected to make a significant contribution to the digital marketing literature, especially in the context of social media such as TikTok.

## **RESULTS AND DISCUSSION**

### **Business Ethics Strategies in Endorsements**

TikTok creators like @adinddadh show how the application of business ethics is an effective strategy in endorsement campaigns. Honesty and transparency are the main focus in every product promotion. This is relevant to the findings of Hasibuan and Nawawi (2024) who state that consumer trust can be formed through the application of business ethics principles. In practice, creators ensure that the promoted product has been tested or at least well understood before being introduced to the audience. This approach gives consumers confidence that the information conveyed is not misleading.

The importance of transparency is also reflected in the way creators express their collaboration with brands on each content. Explicit explanations of collaboration or endorsements create an impression of professionalism and honesty in the eyes of the audience. Anderson (2020) explains that transparency like this is able to strengthen the emotional connection between creators and audiences, which ultimately increases loyalty to the product. Honesty is an important asset in building credibility, so that the audience feels more comfortable and trusts the product recommendations provided by creators.

This creator approach also underscores the importance of understanding the audience as rational individuals. By practicing the principles of business ethics, creators respect the audience's right to obtain accurate information. This is in line with the views of Annisa et al. (2024), who emphasize that the application of business ethics not only improves brand image, but also strengthens the appeal of campaigns in the digital age, especially on platforms such as TikTok.

### **The Effect of Transparency on Consumer Trust**

Transparency in endorsement content is the key to success in building consumer trust. Creators @adinddadh consistently disclose information related to working with brands in content descriptions or captions. This approach creates an impression of honesty that underpins a long-term relationship with the audience. According to Paramesti and Setyanto (2022), transparency is an important element in digital marketing that allows consumers to feel valued and treated fairly. This encourages them to consider the products being promoted without feeling forced or deceived.

In addition, transparency provides a competitive advantage for creators and brands who collaborate. When audiences understand that there is cooperation behind promotions, they are more likely to appreciate that openness rather than feeling manipulated by dishonest content. In their research, Hasibuan and Nawawi (2024) show that transparency in marketing communication can create sustainable relationships of mutual trust. Thus, the trust formed through this approach not only increases consumer loyalty but also opens up opportunities to recommend products to others.

The success of transparency as a strategy is also supported by TikTok's algorithm that prioritizes authentic content. Anderson (2020) notes that TikTok's algorithm tends to give greater visibility to content that audiences consider relevant and honest. This shows how transparency not only impacts relationships with audiences but also affects the performance of content on the platform itself.

### **The Role of Audience Interaction**

Direct interaction with the audience is one of the strengths of creators in strengthening emotional connections and creating a loyal community. @adindadh creators, for example, often answer comments or involve followers in content creation. According to Tandean et al. (2024), this kind of interaction does not only does it strengthen engagement but it also creates a sense of belonging among the audience, so they feel closer to the creator and the brand being promoted.

Interactions also provide an opportunity for creators to listen to feedback from audiences regarding endorsed products. By showing a positive response to feedback, creators build a friendly and trustworthy image. Aprila et al. (2024) revealed that the responsiveness of creators to the audience can increase positive perceptions of the promoted product, especially if the creator is able to answer questions in detail and relevantly. This shows that the audience is not only seen as a target market, but also as a partner in the marketing process.

This interaction strategy also strengthens the creator's position as an influencer that has a significant influence on the audience's purchasing decisions. Anderson (2020) emphasizes that high levels of interaction on social media such as TikTok can increase the effectiveness of marketing campaigns. By making audiences part of a community, creators not only create business relationships but also build an ecosystem that supports the sustainability of campaigns in the future.

### **Campaign Success through TikTok Algorithm**

The use of TikTok's algorithm is one of the main factors in the success of creator endorsement campaigns such as @adindadh. This algorithm is designed to prioritize content that is relevant to the audience's interests, so creators can maximize the visibility of their content. The use of hashtags, trends, and popular music is one of the ways creators can tailor content to audience preferences (Tandean et al., 2024). This approach allows content to appear on the "For You" page, which significantly increases the reach of the campaign.

However, the utilization of algorithms is not enough without being accompanied by good content quality. Content that is engaging, informative, and tailored to the needs of your audience is key to a successful campaign. Annisa et al. (2024) note that the combination of algorithms and content creativity can have a much greater impact than traditional marketing methods. This shows that understanding the characteristics of the platform is essential to achieve campaign success.

TikTok's algorithm also allows creators to measure the effectiveness of campaigns in real-time through analytics features. Anderson (2020) explains that this analytics provide data on content performance, such as the number of views, likes, and shares, which can be used to adjust future strategies. By making the most of the algorithm, creators not only increase visibility but also ensure that their campaigns are relevant and positively impactful for their audience.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Marketing strategies through TikTok, especially through endorsements by creators such as @adinddadh, show that business ethics, transparency, interaction with the audience, and the use of the platform's algorithms are key factors in the success of the campaign. The application of business ethics creates trust between creators, brands, and audiences, thereby building long-term relationships that are mutually beneficial (Hasibuan & Nawawi, 2024). Transparency, especially in the disclosure of cooperation, reinforces positive perceptions of promoted content (Paramesti & Setyanto, 2022). Active interaction with the audience, such as answering comments and engaging them in the content, makes the audience feel valued as part of the community (Tandean et al., 2024).

The use of TikTok's algorithms, such as the use of hashtags and trends, is a technical element that supports the success of content to reach reach (Anderson, 2020). With the combination of these strategies, creators not only successfully promote the product but also create an emotional connection that increases the audience's loyalty to the brand. This well-planned and authentic approach proves that TikTok is not only an entertainment platform, but also an effective marketing tool in the digital age.

### Suggestions

Creators are advised to continue to improve their understanding of the product before making an endorsement to maintain audience trust. In addition, they also need to practice transparency and honesty consistently so that long-term relationships with audiences are maintained.

Brands that collaborate with creators should give creators the freedom to tailor their campaigns to their communication styles, given that the unique approach of creators is often the main attraction for audiences.

Researchers and Marketing Practitioners are advised to continue to study the effectiveness of TikTok's algorithm in increasing campaign visibility. In addition, further research can focus on the relationship between creator interaction levels and audience loyalty to develop more effective digital marketing strategies.

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