

Using TikTok as a Marketing Media of Telemedicine X in Indonesia

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Article Info	ABSTRACT
<p>Keywords: TikTok, Digital Marketing, Telemedicine, Audience Engagement</p>	<p>The rapid growth of social media, particularly TikTok, has transformed digital marketing strategies across industries, including healthcare. Telemedicine X in Indonesia seeks to harness TikTok's influence to expand outreach and enhance engagement, especially among younger demographics. However, the platform's marketing effectiveness in this context has yet to be thoroughly evaluated. This research aims to assess the performance of Telemedicine X's TikTok content throughout 2024 by analysing user engagement (likes and comments), content types, posting frequency, audience preferences, and consumer complaints. A descriptive-quantitative method was employed, using content analysis of all TikTok posts during the study year. Data were collected manually and processed using Microsoft Excel to quantify interactions and classify comment sentiment. The results revealed high engagement levels, with over 9 million likes and 84,000 comments, indicating significant public interest. Educational content dominated the account's output (207 out of 228 posts), aligning with public health goals and algorithmic preferences. Promotional and drug-related content were minimal due to regulatory constraints. Complaint peaks in March and June highlighted service-related dissatisfaction, while lower volumes in other months reflected either improved service or reduced outreach. The study concludes that TikTok is a promising platform for telemedicine marketing in Indonesia, capable of driving awareness and engagement. However, it recommends more interactive content, timely customer support, and data-driven campaign optimization to strengthen brand trust and effectiveness. These findings can inform broader strategies for digital health communication in emerging markets.</p>
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INTRODUCTION

TikTok has quickly grown into a key marketing tool, reshaping old advertising practices by using its brief video clips to capture viewers and spur purchases. A wide range of research confirms that the app excels at building brand recognition and influencing how consumers interact with products and ultimately buy them. For instance, Alfian et al. (2025) point to TikTok's strong effect on social-media strategy, backing their argument with numbers that link user activity—such as likes, shares, and comments—to positive marketing results across different age groups and cultures. This statement comparable evidence from (Campaner et al., 2025).

Previous researchers identify five core tactics-content style, community engagement, smart hashtag use, sponsored posts, and live video-that brands can mix and match on TikTok to push sales, each tactic adjustable to a firms particular goals (Campaner et al., 2025). Aribtha & Hesti (2024) note in their qualitative research that well-crafted video campaigns keep viewers attentive long enough to lift purchase intent and actual check-out numbers. Kim (2025) argues that short, story-driven placements woven into the feed hold attention and cement memory of the brand, an effect amplified by TikTok's looping format. The platforms design thus opens a pathway for marketers to present products in a lively, visual style that traditional media rarely permits, letting them showcase features and benefits with immediacy and flair.

TikTok's own ad engine doubles down on these advantages by serving spots that blend entertainment, helpful information, and tailored suggestions to each users feed, a mix that studies show converts casual viewers into loyal customers. Yunardi & Sondari (2024) explore how tailored ads shape attitudes on TikTok, finding that personalisation boosts both user interaction and the likelihood to buy. Saffira & Rahmawan (2022) report that inexpensive promos and precise targeting make the platform especially appealing for small and mid-sized firms. Nurfadila et al. (2024) add that careful audience segmentation further sharpens these campaigns, producing higher rates of purchase intent.

The way telemedicine is marketed in Indonesia, especially since the introduction of the *Pusat Sistem Elektronik Farmasi (PSEF)*, set by regulators on BPOM regulations in Indonesia number 14 on 2024. The regulation lays out how doctors and patients should interact online, who must hold a valid license, what form consent must take, and the basic safety steps that must be in place whenever care crosses a digital threshold. Rerey et al. (2023) argue that without a sturdy legal backbone, any attempt to weave telemedicine into Indonesia's health system will stumble, failing to balance rapid technology growth with the safety and trust patients expect, supporting this view. Significant legal blind spots and stress the urgent need for broad rules that match the mature telemedicine markets seen in Malaysia and Singapore (Hadiyantina et al., 2024; Mutiah et al., 2025). the search for clearer law is made harder by rising calls for safeguards that protect doctors working remotely, as they interact with patients they never meet in person (Wahyudin et al., 2025). for this reason, any sound telemedicine marketing plan must blend solid knowledge of what the law now requires with a forward-looking effort to reassure the public that virtual care is both safe and legally sound.

Although telemedicine in Indonesia offers encouraging prospects, the field is still riddled with obstacles that shape how companies market their services. The approach can expand health-care reach, especially to villages where doctors, clinics, and medical equipment are rare (Ardyles & Ilyas, 2022; Dewayanti & Firdaus, 2023). Unequal access to smartphones, stable internet, and digital literacy blocks many potential users. Patient satisfaction and care quality remain critical concerns; deficiencies in technology can hinder effective communication between healthcare providers and patients, adversely affecting health outcomes (Jannah et al., 2024; Kristyaningsih & Astutik, 2024). Telemedicine providers must adopt strategies that emphasize user-friendly technology and service reliability. COVID-19 sped up virtual doctor visits and exposed weaknesses in patient data security (Hikmahwati &

Sulistiadi, 2020). Consequently, any marketing plan should stress service accessibility while plainly detailing privacy safeguards, drawing on lessons from overseas regulations (Suwadi et al., 2024). The blending cutting-edge technology with strong ethics is a compelling story that pulls in both patients and providers (Dewayanti & Firdaus, 2023).

Strategic marketing for telemedicine involves far more than routine advertising; it requires building a supportive ecosystem in which patients trust and access digital care smoothly (Sihotang et al., 2025). To achieve this, firms must tailor their segmentation, targeting, and positioning (STP) plans around local demographics and medical priorities, then apply data analytics to fine-tune every outreach effort. Providers can boost results by rolling out fresh, mobile-friendly campaigns that highlight patient stories, easy access, and professional medical staff. Evidence shows that active posts on social media and forums—for example, those documented during the COVID-19 lockdown—raise interest and appointment numbers (Dewi, 2022).

In the digital era, social media platforms such as TikTok have become an effective marketing tool for businesses, including telemedicine. Telemedicine X in Indonesia needs to optimize its use of TikTok to reach younger consumers and enhance engagement. However, the effectiveness of its TikTok marketing strategy has not been comprehensively measured. Research focused on the use of TikTok for telemedicine business marketing has never been conducted before because not many telemedicine accounts have utilized the TikTok platform, which is relatively new in the social media space in Indonesia. This study aims to analyse the utilization of TikTok as a marketing medium for Telemedicine X by evaluating engagement metrics (likes and comments), content types, posting frequency, audience preferences, and consumer complaints in the comment section throughout 2024. The research problems include: (1) How many responses (likes and comments) were received in 2024?; (2) What types of content were created by Telemedicine X on TikTok?; (3) How many posts were published in 2024?; (4) Which content was most preferred by the audience?; and (5) Were there any consumer complaints or issues reflected in the comment section during this period? By addressing these questions, this study is expected to provide recommendations for a more effective content strategy to enhance Telemedicine X's digital marketing performance.

METHODS

This study adopts a quantitative-descriptive approach to systematically evaluate the performance of Telemedicine X's TikTok marketing efforts throughout 2024. The research design focuses on analysing engagement metrics, content types, and audience interactions to derive actionable insights. Data will be collected through systematic content analysis of the brand's TikTok posts, including metrics such as likes, comments, shares, and post frequency. Additionally, qualitative examination of comment sections will help identify consumer feedback, complaints, and prevailing sentiments.



(1) number of “Like” ; (2) number of “Comments”

Figure 1. Data collection on TikTok

Table 1. Sampling design

Inclusion	Exclusion
<ol style="list-style-type: none"> 1. Telemedicine X's TikTok post 2. Posts in any form (video, image, or infographic) 3. All comments, whether in the form of questions or interactions in the form of other writings 	<ol style="list-style-type: none"> 1. Telemedicine X's Posts on social media other than TikTok 2. Re-post or results of sharing posts of Telemedicine X's TikTok by other users 3. Telemedicine X's Posts before and after 2024

To ensure comprehensive data collection, the study will rely on primary data extracted directly from Telemedicine X's TikTok account. If accessible, TikTok Analytics will be used to gather precise engagement statistics. In cases where analytics access is restricted, manual tracking will be implemented to record the number of posts, categorize content types (e.g., educational, promotional, user testimonials), and assess audience reactions. Secondary data, such as industry reports on telemedicine trends and digital marketing benchmarks in Indonesia, will supplement the findings for contextual analysis. This study took samples from all posts on the TikTok platform from Apotek X in 2024. The number of TikTok posts from the Telemedicine X account during 2024 was 228 posts distributed from January to December 2024.

Given the potential volume of posts, the sample collect from all of the posts. This method ensures that different content categories are proportionally represented, enhancing the reliability of the findings. The analysis will employ descriptive counting to summarize engagement rates, post frequency, and content performance. Furthermore, qualitative content analysis will be conducted to identify recurring themes in user comments, including complaints or suggestions, while sentiment analysis will classify audience reactions as positive, neutral, or negative.

Data analysis in this study uses descriptive and quantitative in the form of numbers processed using Microsoft Excel to get an overview of the number of posts each month, the number of posts for each type of content, the number of interactions (likes) and comments for each type of content.

RESULTS AND DISCUSSION

The TikTok account of Telemedicine X in Indonesia is an official and verified account that has gained significant popularity among users. It currently boasts over 1 million followers and has accumulated more than 19 million likes, reflecting strong engagement and public interest. The account actively shares new content every day, consistently providing informative, entertaining, and health-related videos to its growing audience. This daily activity not only enhances its visibility but also helps build trust and familiarity with users across the platform.

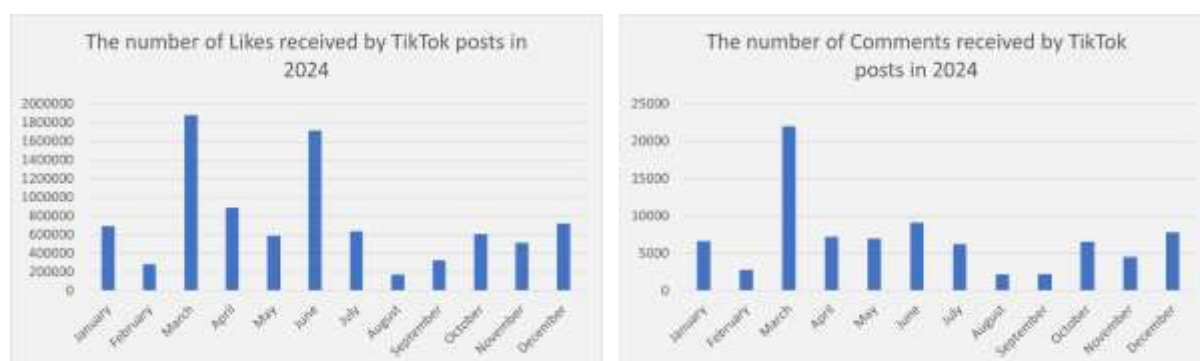


Figure 2. The number of “Likes” and “Comments received in 2024

Data taken from the 2024 engagement charts for TikTok-post likes and comments reveals clear promise for Telemedicine X’s marketing on that platform in Indonesia. In March, outreach surged dramatically, registering more than 1.8 million likes and over 21,000 comments. Such a peak points to either an exceptionally effective campaign or well-timed content, suggesting that TikTok can spark large-scale public conversation when both elements align. Yet March and June also delivered considerable numbers, showing that sustained creativity and steady posting can keep viewers engaged beyond single viral moments.

The clear link between monthly totals for likes and comments shows that TikTok viewers do more than scroll; they also type responses, a behaviour that gradually builds the trust and two-way communication pharmacy and customer need. Engagement held steady

in January, July, and December, with likes between 600,000 and 700,000 and comments hovering around 7,000 to 8,000, pointing to a reliable follower pool that marketers can lean on for campaigns lasting several seasons. By contrast, activity in August and September dipped noticeably, hinting that videos posted then either missed the mark or landed at a time when few users were online. Healthcare providers must adapt to the digital age by incorporating social media into their professional communication strategies (Gagnon & Sabus, 2015). Social media offers opportunities for sharing credible health information, patient interaction, and expanding access to care through telehealth services (Samad-Soltani et al., 2017).

Table 2. Types of TikTok Content from Telemedicine X in 2024

Month	Content Type		
	Health Information	Drug Information	Promotion
January	24	0	0
February	16	0	0
March	19	1	2
April	18	0	2
May	19	0	2
June	21	0	0
July	20	0	2
August	20	0	1
September	16	0	3
October	13	0	5
November	9	0	2
December	12	0	1
Amount	207	1	20

Telemedicine X's TikTok plan for 2024 puts most of its energy into health tips, posting that topic 201 times. This focus matches the usual aim of healthcare brands online—raising awareness and teaching people, a goal that is especially important in Indonesia, where many still seek basic health facts. Each month the account puts out between 9 and 24 health posts, showing a steady attempt to be the go-to place for trustworthy medical information. By serving up help rather than hard sells, the company stands to win followers respect and keep them coming back over the long haul. Research indicates that higher health literacy is associated with better preventive health practices and treatment adherence. Health literacy enables individuals to make informed health decisions and increases commitment to those decisions (Santos et al., 2017). For older adults (65+), low health literacy correlates with decreased use of preventive health measures (White et al., 2008). Studies have found that individuals with higher health literacy are more likely to engage in preventive behaviours such

as cancer screenings, physical activity, and smoking cessation (Panahi et al., 2018). So these educational clips can actually drive real public-health gains.

By comparison, Telemedicine X only posted twenty promotional clips all year, with drug details popping up just once in October. That pattern points to a gentle, low-pressure marketing style on TikTok; the team clearly prefers teaching and chatting with followers over hammering them with sales pitches. Such a lopsided mix can be explained by a few plain, evidence-based reasons. First, ethical codes and national rules, including those set by Indias BPOM, usually put tight reins on advertising medicines (Veratrisna & Nurfitri, 2024), so brands can talk about products only so often. Second, TikTok’s algorithm rewards shareable, scroll-stopping clips far more than blunt ads, and lifestyle tips or mini-lessons fit that bill perfectly (Zhang & Liu, 2021). Third, research shows people will tap, comment, and even save content that adds usable knowledge, while most viewers swipe past standard promotions (Rach & Peter, 2021). Teaming up all these insights, it makes solid sense for Telemedicine X to lead with health tips; its a safe, smart way to widen reach, play by the rules, and build real trust.

Table 3. Number and Type of Responses from TikTok’s Telemedicine X in 2024

Month	Response Types			
	Likes	Comments	Questions	Complaint
January	690,406	6,609	1,666	14
February	285,441	2,820	508	24
March	1,877,030	21,967	844	32
April	887,148	7,214	771	17
May	586,844	6,944	655	20
June	1,716,964	9,139	840	22
July	637,116	6,214	507	16
August	171,456	2,198	435	7
September	324,815	2,227	380	14
October	607,382	6,565	696	12
November	514,902	4,500	233	4
December	718,887	7,810	787	15
Amount	9,018,391	84,207	8,322	197

Table 3, which catalogues the volume and variety of replies generated by TikTok’s Telemedicine X account during 2024, reveals that the single most frequent form of audience engagement is the like button, with a staggering 9 million taps. This sprawling total hints that most viewers prefer to register approval quietly rather than plunge into lengthier exchanges such as comments or questions. In March alone, the count soared to 1,877,030 likes, a spike most likely linked to one or two pieces of especially catchy, perhaps even viral, material posted during that month. Such numbers point to the classic TikTok formula: light-hearted, relatable

media that draws quick laughs or nods, and brands of all stripes have learned that it usually outscores straightforward educational clips. From a marketing angle, the pattern champions eye-catching, emotionally charged storytelling as a shortcut to greater reach, lingering recall, and rising goodwill toward the Telemedicine X name.

Figures for active audience interaction-comments (84,207), questions (8,322), and complaints (197)-were markedly lower. Comments hit a high in March (21,967), implying that the same posts earning the most likes also sparked debate. The small complaint tally across all months, however, points to generally favourable approval. The modest question total hints that educational material either appeared too rarely or lacked a structure that invites inquiry. This shortfall exposes a strategic gap-though light-hearted or entertaining clips drive short-term clicks, mixing in interactive lessons could build trust and strengthen Telemedicine X's standing as a care provider. Together these patterns show that viewers prefer content which is emotionally engaging and easy to digest, underscoring the value of analytics-led planning on TikTok (Galingging et al., 2024; Jerin et al., 2024).

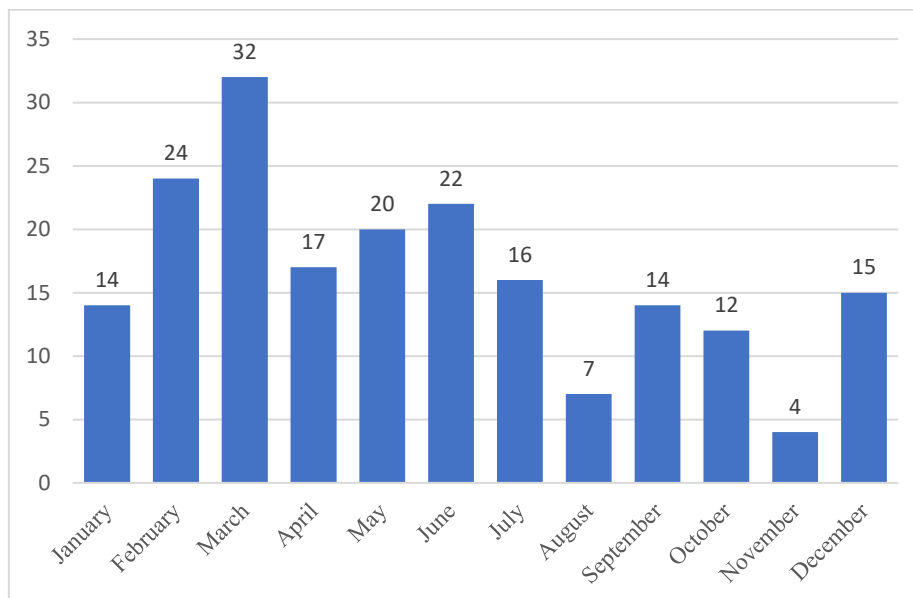


Figure 3. Distribution of complaints during 2024

The chart reveals that complaints surged in March, with 32 reports, and remained notable in February (24 reports), June (22 reports), and May (20 reports). Such a pattern implies that during these months Telemedicine X's TikTok content either reached a larger audience-simultaneously widening exposure to service gaps-or featured specific elements that stirred dissatisfaction. Likely culprits include over-hyped promotional statements, slow or absent responses from customer support, or unresolved technical glitches within the platform. Customer complaints in service industries often stem from a mismatch between expected and experienced quality. Studies in the airline sector show that higher actual service quality leads to fewer complaints, while higher expectations result in more complaints when quality falls short (Forbes, 2008; Januszewski, 2004). This expectation gap extends to

healthcare, where the public holds more negative expectations about complaint handling compared to physicians, potentially explaining patient dissatisfaction with complaint procedures (Friele et al., 2015). From a marketing standpoint, TikTok succeeded in attracting attention but also laid bare these weaknesses, with dissatisfied users amplifying their concerns in public comments and thus damaging overall brand reputation.

In August (7 reports), November (4 reports), and December (15 reports), the noticeable fall in complaints may indicate better service, less aggressive marketing, or a more careful approach to content. Earlier criticism could have prompted upgrades like quicker customer support or plainer instructions that lowered grievances. Content output might also have been scaled back, shrinking audience engagement and, in turn, limiting chances for users to voice problems. These pattern changes imply that TikTok acted not just as an ad space but as a live complaint board, with visible issues quickly steering tweaks in service or tone. Grasping the reasons behind the spikes and drops is vital for shaping future TikTok campaigns that attract viewers while keeping them happy.

CONCLUSION

The evidence gathered in this investigation points to TikTok being a powerful marketing tool for Telemedicine X in Indonesia during 2024. The account earned more than nine million likes and 84,000 comments, revealing strong public curiosity and interaction. Most of the feed-207 of 228 posts-was devoted to health education, spotlighting TikToks capacity to spread useful, awareness-based information. This focus matches broader public-health objectives and the platforms own algorithm, which prefers content that informs or stirs emotion rather than plain ads. Even so, a few glaring gaps remain that warrant further strategy tuning. Posts about promotions or specific medications were scarce, probably because of rules and sensitivities that surround health messaging. In addition, the small volume of user questions and grievances hints at limited back-and-forth dialogue; opening that channel could build trust and tighten brand-community ties. Complaint spikes in high-engagement months, especially March and June, show that fast, open support is now needed to finish what an otherwise successful campaign has started. To boost marketing impact on the platform, the company should mix how-to videos and fun facts with light promotions and simple service alerts, Regularly checking TikTok analytics-needs page views, watch time, and follower demographics-lets the team fine-tune future posts instead of guessing what works. A limitation of this study is that observations were limited to one telemedicine account, X, and no comparisons were made with all telemedicine accounts in Indonesia. Further research is needed to compare the use of other social media platforms and compare social media use across various PSEFs in Indonesia.

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