

INTISARI

Short video advertising (SVA) merupakan salah satu media pemasaran yang memiliki keunggulan kompetitif dalam memengaruhi *customer engagement* bahkan penjualan produk pada media sosial ataupun *e-commerce*. Meskipun tingkat popularitas dan perkembangannya cukup tinggi, tetapi studi terkait optimalisasi pemanfaatan SVA dalam lingkup komersial masih terbatas. Salah satu aspek komersial yang penting dalam implementasi SVA adalah penentuan topik konten yang sesuai dengan preferensi dan kebutuhan konsumen. Selain itu, harga produk juga dapat memengaruhi tingkat efektivitas SVA. Penelitian terdahulu telah mengkaji konteks serupa, tetapi perbedaan faktor seperti sumber data, jenis produk, dan wilayah penelitian dapat memperkaya temuan penelitian.

Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengaruh topik konten SVA terhadap tingkat penjualan produk *sunscreen* melalui mediasi *customer engagement* dan moderasi harga produk pada *social commerce* di Indonesia. Penelitian eksplanatori ini menggunakan pendekatan *uses and gratification theory* (UGT) melalui metode *data mining* dan *quantitative content analysis* (QCA) yang didasarkan pada *custom dictionary*. Sebanyak 149 sampel data sekunder diperoleh melalui TikTok dan TikTok Shop.

Hasil analisis *moderated mediation* menggunakan metode *bootstrapping* dengan 1000 *resampling* pada *software* Jamovi 2.5.3 menemukan bahwa moderasi harga produk berpengaruh signifikan terhadap hubungan antara *informational content* dan *customer engagement*. Pada harga produk rendah, konten informasi produk berpengaruh negatif secara tidak langsung terhadap penjualan produk dan konten remunerasi seperti promo dan diskon berpengaruh positif secara langsung terhadap penjualan produk. Kemudian, pada kedua harga produk, *customer engagement* berpengaruh positif terhadap penjualan produk. Di sisi lain, tidak cukup bukti bahwa *entertainment* dan *relational content* berpengaruh terhadap *customer engagement* maupun penjualan produk.

Kata kunci: *short video advertising*, penjualan produk, *customer engagement*, harga produk, *social commerce*, *sunscreen*.

ABSTRACT

Short video advertising (SVA) is a marketing medium with a competitive advantage in influencing customer engagement and even product sales on social media or e-commerce. Despite the high level of popularity and development, studies related to SVA utilization optimization in the commercial scope are still limited. One of the crucial commercial aspects in the implementation of SVA is the determination of content topics that match consumer preferences and needs. In addition, product prices can also affect the effectiveness of SVA. Previous research has examined similar contexts, but differences in factors such as data sources, product types, and research areas can enrich research findings.

Therefore, this research aims to determine the effect of short video advertising content topics on sunscreen product sales levels through customer engagement as a mediation variable and product price as a moderation variable on social commerce in Indonesia. This explanatory research uses the uses and gratification theory (UGT) approach through data mining and quantitative content analysis (QCA) methods based on a custom dictionary. This research uses 149 secondary data samples from TikTok and TikTok Shop.

The results of moderation mediation analysis using the bootstrapping method with 1000 resamplings on Jamovi 2.5.3 software found that product price moderates the relationship between information content and customer engagement significantly. At low product prices, informational content has an indirect negative effect on product sales, and remunerative content such as promos and discounts has a direct positive impact on product sales. Then, customer engagement has a positive consequence on product sales at both product price levels. On the other hand, there is insufficient evidence that entertainment and relational content affect customer engagement and product sales.

Keywords: *short video advertising, product sales, customer engagement, product price, social commerce, sunscreen.*