The Effect of Exposure to Scientific Ads on TikTok on Buying Interest (Quantitative Study on Indonesian Scientific Followers)

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Abstract

Advertising has become one of the special forms of communication to solve marketing tasks. Advertising is more than just sharing information with the public. Many platforms can be used as advertising platforms, including TikTok. TikTok was originally a short video-sharing platform, specifically lip sync and dance videos, but over time, TikTok developed into a full-featured video service with various types of content. Scientific Indonesia is one of the brands that uses TikTok as its advertising platform. This research uses the S-O-R Theory. This study aims to determine the effect of exposure to Skintific ads on TikTok on buying interest. This study used a quantitative descriptive method. The population of this study was 535,200 followers of the scientific Indonesian TikTok account. The sample in this study amounted to 215 people using the Purposive Sampling method. Data collection techniques using questionnaires in the form of Google Forms. Test the data using IBM SPSS Statistics 23. the results of this study show that exposure to scientific on TikTok has a positive impact on being interested what the collection. This study achieved results showing that exposure to scientific ads on TikTok (X) has a positive effect on Buying Interest (Y). This research is useful in providing information to brands to improve marketing communication, especially advertising further because the result of this research is an advertisement that is very influential on product buying interest. One of them is scientific, where the correlation value (R) is 0.511, and the value of R square X to Y is 0.261. This means that the contribution of exposure to Indonesian scientific advertisements on the TikTok application to buying interest is 26.1%. In comparison, the remaining 74.9% is influenced by other variables that are not studied. In addition, the value of sig. 0.000 < 0.05, where the conclusion H0 is rejected and Ha is accepted.

Keywords: Advertising, Buying Interest, Tiktok, S-O-R

Introduction Section

The internet is present, and it is one of the opportunities for advertisers to accelerate growth with digital marketing trends. Companies use advertising as promotional media for a product. The purpose of displaying advertisements is to persuade the public to buy some products produced by the company. Advertising has its charm of inviting consumers to meet the needs and satisfaction of the products of interest. Advertising can ensure communication with consumers, and it is considered important. (Gusmanto & Hasibuan, 2014)

A means of increasing promotion whose function is to connect face-to-face with consumers and the target public, where the form of promotion is impersonal. For advertising activities to obtain maximum results, they must have a high fighting spirit to achieve sales figures (Djaslim & Saladin, 2022). Advertising has several fundamental properties, namely providing information or messages that are carried out repeatedly through images and sounds that can influence and attract consumer attention (Hartawan et al., 2021). The role of advertising here is for the public to influence consumer buying interest. Ads with great news, tools, and long-running times can help customers better master the notes informed by the ad.

Increasingly fierce competition makes entrepreneurs use advertising effectively to build a long-term image of the product and company and can also trigger immediate purchases. Advertising is also used to educate and build a brand's preferences (Algamar Putra, 2017). Conveying an image to consumers by means of advertising is an effective way to disseminate information to consumers (Vanya, 2022). Marketing strategy is closely related to communication. Advertising is a special form of communication to accomplish a marketing task; advertising should be more than just sharing information with the public.

Many platforms can be used as advertising containers, one of which is TikTok. TikTok was inaugurated in China in 2016. Tiktok was originally a short video-sharing platform, mainly for lip sync and dance videos. However, with time, it

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evolved into a full-fledged video service, with content available for all types of viewers. In 2021, TikTok will be in sixth place after Facebook, YouTube, and WhatsApp.

Moreover, many users operate 1.2 billion people. TikTok is used more by Women than men (Iqbal, 2022). TikTok has several interesting features, one of which is the feature Add music to videos or photos that were previously in the gallery. There are some interesting features like filters, video effects, live features, and more.

Skintific is a beauty brand developed and formulated by scientists in a Canadian laboratory. This beauty product has just been launched in 2021, which has become a conversation in the public. This product uses several social media as promotional media, one of which is TikTok. The essence of this product is facial care (Skincare) that is suitable for daily

activities. There are various skincare products issued by Skintific, namely Facial Wash, Moisturizer, Serum, Sunscreen, Essence Toner, Eye Cream, Mugwort Mask, and Acne Spot Treatment gel (Fissamawati, 2022). This superior product from Skintific is a moisturizer 5x Ceramide, which was created to improve the skin barrier and relieve acne.

Science is growing rapidly in the country, obviously by applying attractive advertising tactics. Scientific Collaborates with Instagram Celebrities to introduce their products. Some of them are Tasya Farasya, Jharna Bhagwani, Celia Nadia Thomas, Julia Prastini, and many more. Not only Instagram celebrities but also scientific experts collaborate with TikTok celebrities, including Laura Siburian, Cahyaniryn, Bella Supriyani, Zahrayaa, and many more. This Skintific product advertisement is not only found on the Official Skintific account but also appears on TikTok for your page of the users of this application. TikTok Users Buffeted by Scientific Ads Curiosity arises for audiences who are buffeted; often, they buy skincare not because of necessity but because of curiosity that comes from watching ads that pass several times on Fyp TikTok.

The frequent appearance of scientific product advertisements on TikTok social media makes this phenomenon interesting to research. Intense competition in the advertising world forces companies to plan tactics to lure consumers to generate buying interest and make purchases. According to (Algamar Putra, 2017), the key to consumer purchasing is an integration process that combines knowledge to evaluate one or more alternative habits and choose one of them.

This study focuses on testing how influential the exposure of Skintific ads on the TikTok application is on the buying interest of Followers of the Indonesian Scientific account. The achievement of this study is to provide useful information and results for the University of Muhammadiyah Surakarta students who want to buy scientific skincare and useful information for future researchers who examine similar variables that will test the effect of advertising exposure on buying interest. Researchers compared this study with two studies to show the differences and uniqueness of the research that the researchers wrote.

Previous research conducted by Pardamean 1 et al., n.d. (2020) entitled "The Effect of Vivo V15 Ad Exposure on Television on Consumer Buying Interest from this study Ho was rejected and Ha accepted. The second study with a similar theme, entitled "The Effect of Tokopedia 12th X BTS Ad Exposure on Housewives' Buying Interest during the Covid-19 Pandemic," was conducted by Libriyanti et al. (2022). The result of this study is that X affects Y.

The problem that will be examined behind the background above is that viewers are often exposed to Skintific product review ads on TikTok, where viewers seem interested in buying products because they are exposed to advertisements that usually appear on FYP. Also, researchers want to know whether the ad that shows an Influencer is its influence for the audience who watched the ad. However, it should be emphasized that researchers want to examine the influence of Scientific advertising, not the influence of an Influencer.

The background of this research is that the number of products issued currently needs to be seen from the benefits but from the visuals such as the color, shape, size, etc. Gen Z generation, especially women, buy products on the basis of beautiful packaging or attractive colors and advertises the product without paying too much attention to the benefits of the product itself (Najmah Fatima, 2021)

From the problem Above, The problem statement appears: "How much influence does exposure to Skintific ads on TikTok have on the interest in buying skintific products?" Based on the background and problem formulation, the purpose of this study is to explain how the influence of advertisements on TikTok accounts for the interest in buying scientific products.

This study's population consisted of 477.4k followers of @Skintific_indonesia accounts. The researchers chose this population to test the influence exposure to Skintific ads had on the buying interest of @Skintific_indonesia followers.

Theoretical Studies

Stimulus- Organism-Response (SOR)

Stimulus-organism-response (SOR) has long been applied to understanding consumer behavior (Hoyer & Macinnis, 1997). S-O-R is the basis of the syringe principle, which describes the classical principles involved in the process of creating mass communication effects. Hovland et al. (1953) stated that behavioral transformation systems are generally similar to training processes. It describes a system of behavioral transformations during individual learning, the content of which is from impulses exerted on the organism that can be obtained or rejected. If the organism accepts it, this means that the stimulus affects the individual's response. A rejected stimulus indicates that it is an ineffective stimulus, influencing and

stopping the individual's response (Anggraini et al., 2014). Similar to ad exposure, if the organism (Followers of @Skintific_Indonesia Accounts) receives ad exposure, it means that the stimulus (advertisement) affects the individual's response. A rejected stimulus indicates that the stimulus is ineffective.

The S-O-R Theory model argues that advertising cues or stimuli affect the emotional state of consumers (i.e., organisms), which in turn affects their responses (Rajaguru, 2014). The stimulus can be obtained through three essential variables, namely, attention, understanding, and acceptance. This framework model was developed by separating the variables into their appropriate place within the framework. The S-O-R framework has been applied to advertising applications (Hanum et al., 2023)

Advertising here can be defined as an audience stimulus that affects the emotional state of consumers, changing their general behavior. Thus, the response of the S-O-R theory is a stimulus given to the target and then responded to by the target. (Sujatmiko et al., 2022). The organism in this study was Followers @Skintific_indonesia Response (Y).

Ad Exposure

According to Shimp, exposure is when an audience relates to an advertiser's request (they view tabloid ads, follow radio ads, and other ads. Exposure is an opportunity for readers, observers, or listeners to view or follow a promotion. Arguably, being observed or heard is a meaningful mission for mastermind tools that do their best to adjust the target audience by consuming advertising. According to (Febrida et al., 2020). In communication science, advertising visibility is the behavior of media use with three indicators as follows:

1. Frequency

The frequency in question is the number of times the audience is exposed to media exposure, especially in advertising. The size of the length of the audience watching certainly encourages them to remember the message conveyed and also to brand brand from related product advertisements.

2. Duration

Ad duration is the amount of time an audience watches an ad. How long was the ad watched, read, or listened to? Meanwhile, watch time is the amount of time an average viewer spends watching an ad in a medium.

3. Intensity

Intensity is the depth of the audience when witnessing what the audience shows by the mass media. Thus, the intensity of watching corresponds to the level of awareness when watching the program.

Buying Interest

According to (Algamar Putra, 2017), buying Interest is obtained from a process of developing thoughts that form a perception. This buying interest presents a motivation of its own where it keeps remembering in his mind and becomes a strong desire, and finally, when a consumer has to meet his needs, he will actualize what is in his mind. According to (Bella et al. et al., 2016), Interest is consumer interest in a product by looking for additional information. Buying Interest refers to the likelihood that they will purchase a particular product in the future in response to a need for the product, product awareness, opinions about the product, and company (Bradmore, 2004).

Based on external information and consumer ratings of the product, consumers may have high or low purchase interest. Here, consumers are most likely to make purchases by looking for information from different sources. Consumers have a sense of Interest in a product or service but are still deciding about buying it (Bella et al. et al., 2016). Once the correct information is obtained, consumers begin to evaluate and consider the product alternatives they want. Purchase intent is often used to measure consumer behavioral intent.

According to Ferdinand & Augusty (2014), indicators of buying Interest are as follows:

1. Transactional Interest: one's willingness to buy a product.
2. Referential Interest: one's desire to promote a product in Public.
3. Preferential Interest: shows a person who has a clear desire for the product.
4. Exploratory Interest: shows the attitude and behavior of someone who wants to find information related to the product he likes, collects positive information, and supports the product.

Hypothesis Thinking Framework

In the frame of mind, the researchers did show that the stimulus in question is an independent variable of ad exposure (X) in the form of exposure to Skintific ads on TikTok accounts. The organism as the theoretical basis in question is the Followers of the Official @Skintific_indonesia account on the TikTok application, whose response includes interest in buying products. If the audience is exposed to advertising more often, it will affect their interest in purchasing the product.
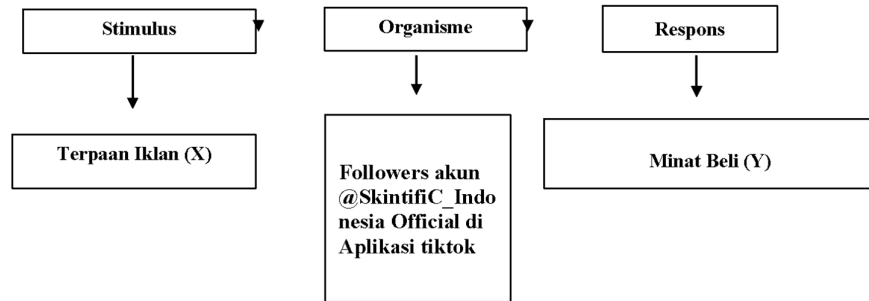
Figure 1. Research Framework

H0: There is no influence between Skintific Ad Exposure on TikTok on the buying interest of followers of @Skintific_Indonesia account

Ha: There is an influence between the exposure of scientific ads on TikTok and the buying interest of followers of @Skintific_indonesia accounts.

From the block framework

described above, researchers are very interested in conducting studies based on hypotheses that have been made.

Research Methods

This study used explanatory quantitative methods, which belong to the positivist paradigm. This research method is objective, and it tests the causal significance between variables that affect the impact of exposure to Skintific ads on TikTok accounts on buying interest.

Two types of variables are used; the first is the independent variable, Skintific Ad Exposure (X), which includes frequency, which is how long the ad is watched; the second is Intensity, where how far the audience understands the advertising message, the third is Duration, is how long people watch the ad. and the Bound variable (Y) Buying interest.

Non-probability sampling and purposive sampling techniques were used for the sampling techniques applied in this study. Criteria of the sample needed by the researcher :

1. Active users of the TikTok App.
2. People Who Follow the @Skintific_indonesia account on TikTok.

The population in this research is followers of @Skintific_indonesia accounts on the TikTok application. The number of followers of the @Skintific_indonesia account is five hundred thirty-five two hundred thousand (535,200). Researchers used Yamane's formula with a precision of 0.1 (10%) to determine the sample in this study. So, the number of samples obtained was as many as 214,080, rounded up to 215 samples from the total population. Data collection in this study used questionnaire techniques by distributing Google Forms. The questionnaire was modified from a study conducted by Libriyanti et al., 2022. A questionnaire in the form of a Google Form is distributed to @Skintific_indonesia followers. Data collection time starts from May 7 to June 7, 2023. Information obtained in the form of respondents' answers is collected, processed, and analyzed. From the questionnaire distributed, there are 20 statements that respondents must answer by choosing a scale: Strongly Agree (5), Agree (4), Hesitate (3), Disagree (2), Strongly Disagree (1).

In this study, the questionnaire score was determined using the Likert scale method 1 – 5 in the form of a questionnaire. as follows :

Table 1. Variable Operationalization

Variable 1	Dimension	Indicators
	Frequency	- How many times have you seen Skintific ads on TikTok - Watch scientific ads more often than other product ads - The phrasing of the ad is easy to read - Pay attention to the delivery of messages in scientific

		advertisements
Ad Exposure	Intensity	
	Duration	- Pay attention to the use of language in scientific ads pay attention to the Skintific ad tagline - Pay attention to Skintific models/advertisers - How much time to spend watching scientific ads - Displaying Skintific Ads does not take long - Watch scientific ads until they run out because of the music/background ads.
Buying Interest	Transactional Interest	- Willingness to buy scientific products - Willingness to consume scientific products in everyday life
	Referential Interests	- Suggest the use of scientific products because of their functionality - Suggest the use of scientific products because of their packaging - Suggest the use of scientific products because of the variety of products
	Preferential Interests	- Prioritizing Scientific Products
	Exploratory Interest	- Find out information about the price of Scientific Products - Find Out Information About the Quality of Scientific Products

(**Source**: Research Data, 2022)

In this research research, the Simple Linear regression analysis technique is a technique that researchers often use to test the influence between variable (X) and variable (Y) through the help of the SPSS program. A simple linear regression analysis has the formula:

$Y = a + bX$

Information:

Y = Bound variable

X = Free variable

a = intercept

b = Regression coefficient/slop.

The validity test in this study using Pearson's Bivariate correlation is a description carried out to correlate the points of each item with the overall number. This test is useful for measuring the relationship of all research results from bivariate/two-variant populations (Novikasari, 2016). Basic data quality control (questionnaire) aims to find out whether the questions asked in the study are valid or not. Therefore, researchers will conduct research using SPSS to test its validity.

Reliability tests are used to prove how reliable a measurement is. Reliability ensures the stability of something of scale in managing similar events. The reliability of the experiment used by this researcher was later determined using the

Cronbach alpha method. If Cronbach's next alpha number increases from 0.60, then the questionnaire used by researchers can be said to be reliable, and researchers also use the SPSS program in this reliability experiment.

Result and Discussion

Validity Test Results

Validity Test in this study using IBM SPSS Statistics 23. Forty respondents conducted the validity test. An instrument is said to be valid if the table> is 0.320. Known df = 40 -2 = 38; α = 0.5 on The validity test was conducted on 40 respondents who met the predetermined criteria. Based on the results of SPSS testing that has been done, it can be concluded that this research tool is feasible to use. The results of the validity test calculation are as follows:

Table 2. Validity Test Results

Items	r-calculate	r-table	Ket
X1	0,382	0,320	valid
X2	0,391	0,320	valid
X3	0,425	0,320	valid
X4	0,526	0,320	valid
X5	0,445	0,320	valid
X6	0,459	0,320	valid
X7	0,540	0,320	valid
X8	0,583	0,320	valid
X9	0,408	0,320	valid
X10	0,516	0,320	valid
X11	0,429	0,320	valid
X12	0,487	0,320	valid
Y1	0,586	0,320	valid
Y2	0,622	0,320	valid
Y3	0,589	0,320	valid
Y4	0,525	0,320	valid
Y5	0,568	0,320	valid
Y6	0,450	0,320	valid
Y7	0,420	0,320	valid
Y8	0,599	0,320	valid

(**Source**: SPSS Processing Results)

To see whether the questionnaire is valid or not, you must know the r-table first. The formula r-table is df = N-2, so 40-2 = 38, obtaining a result of 0.320. The results of the validity test above can be concluded if the r-count > r-table so that 40 questionnaires are declared valid.

Reliability Test

Table 3. Variable Reliability Test X

Cronbach's Alpha	N of Items
.673	12

(**Source**: SPSS Processing Results, 2023)

Based on the statistical reliability table, the value of Croncbach's alpha is 0.673. According to (Sudaryana, 2020), the criteria for a research instrument are said to be reliable if the reliability coefficient > 0.60. So, the conclusion is that Questionnaire (X) is reliable. This study used Cronbach's Alpha. Here are the results of the Reliability test:

Table 4. Variable Y Reliability Test

Cronbach's Alpha	N of Items
.659	8

(**Source**: SPSS Processing Results, 2023)

Based on the statistical reliability table, the value of Croncbach's alpha is 0.659. According to (Sudaryana, 2020), the criteria for a research instrument are said to be reliable if the reliability coefficient > 0.60. So, the conclusion is that Questionnaire (Y) is reliable.

Classical Assumption Test

Classical Assumption Analysis Test

If the Asymptotic Significance value is> 0.05, then the distribution is said to be normal, and if the Asymptotic Significance value is < 0.05, then the distribution is abnormal (Yanuba & Dian, 2022).

Table 5. Normality Test Results

Variabel	Asymp. Sig. (2-tailed P)	Ket	Distribusi
Unstandardized Residual	0,468	P > 0,05	Normal

(**source**: SPSS Processing Results, 2023)

The results of the normality test processing show 0.468 > 0.05, so it can be concluded that the data is normally distributed. So that research can proceed to the next stage.

Multicollinearity Test

If the VIF value is below or < 10 and the tolerance value is above > 0.1, then there is no multicollinearity.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Ket
Ad Exposure	1,000	1,000	Multicollinearity does not occur.

(**source**: SPSS Processing Results, 2023)

Based on Table 6, it is known that the VIF value of the variable Ad exposure (x) is 1,000 < 10, and the Tolerance Value value is 1,000 > 0.1. So, the data above does not occur in multicollinearity, so this research can be continued to the next stage.

Heteroscedasticity Test

This test is carried out in order to determine whether the regression model used detected variance inequality from one observational residual to another observation. If the sig > 0.05, then heteroscedasticity does not occur; on the contrary, if the sig < 0.05, heteroscedasticity occurs. Here are the results of the Heteroscedasticity test.

Table 7. Heteroscedasticity Test Results

Variable	P-value	Information
Ad Exposure	0,269	No heteroscedasticity occurs.

(**Source**: SPSS Processing Results,2023)

The results of SPSS processing in Table 7 show that the variable value is 0.269, which can be seen as 0.269 > 0.05. So, it can be concluded that the variable does not occur heteroscedasticity.

Simple Linear Regression Test

This study used a simple linear regression test, which was used for one independent variable and one dependent variable. This test is useful in predicting the value of the magnitude of the dependent variable by the independent variable.

Table 8. Simple Linear Regression Results

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.823	1.736		7.387	.000
	Ad Exposure	.387	.045	.511	8.681	.000

(**Source***: SPSS Processing Results, 2023)*

The data was processed with IBM SPSS Statistic 23, and the results of a simple linear regression analysis were as follows:

Y= a + bX
Y= 12,823 + 0.387X

The equation can be interpreted as follows:
A. The constant value of 12,823 indicates that if the variable exposed to Indonesian scientific advertisements in the TikTok application is in a fixed state, the variable of product buying interest will occur at 12,823.
B. The regression coefficient of advertising exposure is 0.387, which means that if the exposure of Indonesian Scientific Ads in the TikTok application increases by one unit, the variable of product buying interest increases by 0.387. Based on the results that have been obtained, it can be translated that the more often the audience is exposed to Scientific Indonesia advertisements on TikTok, the higher the interest in buying followers of the Indonesian Scientific account on TikTok.

The constant is 12.823, and the buying interest is 0.387.

Then, the calculated t value is 8.681, where the result is > t table of 1.652 with a significance of 0.000. If sig < 0.05, Then H0 is rejected, and Ha is accepted. Here, it can be interpreted that more often, followers of Indonesian scientific accounts on TikTok are hit by advertisements affecting their interest in buying products. Based on the table, there is an influence between the exposure of Indonesian scientific advertisements on TikTok and the interest in purchasing scientific products.

Correlation coefficient and determination coefficient (R2)

This test is carried out to determine how much influence the variable "Exposure to skintific ads" has on "Product Buying Interest."

Table 9. Test Correlation coefficient and coefficient of determination

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.511a	.261	.258	4.11370

(**Source:** SPSS Processing, 2023)

Based on the processed results, R Square is 0.511 and has a positive value. It shows that there is a positive relationship between exposure to Indonesian scientific advertisements on TikTok and product buying interest. If the exposure to Indonesian scientific advertising increases, the interest in buying products will also increase. So, the conclusion is that the relationship between the two is unidirectional.

The R square value of 0.261 shows that the influence of exposure to Indonesian scientific advertisements on TikTok accounts contributes to product buying interest in Indonesian scientific account followers by 26.1% and the remaining 74.9% is influenced by other variables that are not studied.

Discussion

The results of testing the data that have been obtained The main focus of this study is to find out whether the exposure of Indonesian Scientific Ads in the Tiktok application affects the buying interest of followers of the @skintific_indonesia TikTok account.

The results of this study found an influence between exposure to scientific ads (variable X) and variable Y (buying interest). The more often Scientific Indonesia followers are exposed to Ads on TikTok, the greater the interest in buying Indonesian scientific followers.is because of the results of the T-test, whose Sig value is 0.000 < 0.05. H0 is rejected, and

Ha is accepted; this shows that Exposure to Indonesian Scientific Ads on the TikTok application affects buying interest. The S-O-R theory asserts that action activities and reactions are the basis of this theory that relates to variables X to Y.

The S-O-R theory is in line with this research. Stimulus, organism, and response are unity in the S-O-R theory. Stimuli are generally classified into two broader categories: socio-psychological stimuli and object stimuli. Social psychological stimuli come from the individual's environment, whereas object stimuli are concerned with complexity, timing of consumption, and product-related features (*American Marketing Association*, n.d.) Therefore, exposure to Scientific Indonesia advertisements is classified as an object of stimulus because it includes the promotion of many features related to the product.

The organism in this study is a follower of Scientific Indonesia on TikTok. The response to this study is the buying interest of followers of Indonesian scientific accounts. According to (Jiang et al., 2010; Liu et al., 2016), Buying interest is a consumer's response to advertising stimuli and has several mental effects that lead consumers to certain behaviors. Purchase intent refers to the possibility of buying a product in the future after exposure to advertising (Dodds et al., 1991). In short, the audience will respond when they get much stimulation (exposure to advertising). This study has enriched the understanding of similar journals about exposure as a stimulus to create a response.

Consumers under the stimulus-response paradigm are seen as machines that react automatically to stimuli (Kawaf & Tagg, 2012). Where advertising exposure is seen as a machine that responds automatically to stimuli (buying interest) that arise, this research is in line with research conducted by Nafiatun et al., n.d. which states that every word made directly or indirectly through the mass media can have an impact/reaction on someone.

The words that are thrown directly or indirectly are like the content presented by the TikTok Scientific Indonesia account, writing captions that support the use of inviting language, and exposure of product content to TikTok media that can cause a response to buying interest. Not only that, the duration of a person being overwritten by Indonesian scientific advertisements is very influential on buying interest so that the effect of the stimulus (exposure to advertising), including frequency, duration, and intensity, on the organism (Indonesian scientific followers), can create a response to interest in buying scientific products. (Eroglu et al., 2001) It is stated that several stimuli can cause a response/buying interest, which refers to content that is not related to shopping purposes by looking at the form of interesting content in terms of colors, borders, fonts, animations, music, sound, and decorative graphics. So when the ads displayed on TikTok as a stimulus are good and contain the use of language, music, and captions, the interest in buying scientific products will be more substantial and positive. The results of this study were strengthened by the results of a questionnaire of 79.63%, where the language used in Indonesian scientific advertisements was clear and easy to understand.

Based on questions on the dependent variable, it is known that the TikTok Scientific Indonesia account is widely recommended because of its function of selling various kinds of scientific products; this is approved, and a percentage value of 83.1% was obtained. Because of the high percentage, Skintific_Indonesia sells various types of skintific products that various skin types can use at a time that suits their daily facial care needs. It is approved with a percentage value of 86.6%.

The highest result of this study was transactional interest (87.1%), where Indonesian scientific followers use scientific products in everyday life. This study supports previous research conducted by Saputra et al. (2022). The highest result of the previous study was transactional interest, at 41.9%. Furthermore, the interest that has the lowest percentage is exploratory (79.8%), while Saputra's research has a referential interest of 46.5%.

The results of the validity test on the Independent variable "Skintific Ad Exposure" and the validity test on the dependent variable "Buying interest" were declared valid because the r-count value > the r-table was 0.320. Based on the independent variable question, followers of Indonesian scientific accounts on the TikTok application often experience exposure, with a gain of 79.9%.

This is in line with the theory of Stimulus Organism Response (S-O-R) (Hovland, 1953), where the system of behavior change is similar to a person's response. It describes a system of behavioral transformation during individual learning, which consists of impulses given to the organism that can be obtained or rejected. In line with this researcher, exposure to scientific ads on TikTok acts as an impulse given to the organism/consumer that can stimulate a response to buying interest.

Conclusion

The exposure of Skinfit Ads on TikTok has a significant effect on the buying interest of followers of Indonesian scientific accounts. The more often Skintific Indonesia followers are exposed to advertisements, the higher the interest in buying Indonesian scientific products. The effect of Scientific Ad Exposure on buying interest was 26.1%. Moreover, 74.9% were influenced by other factors that were not studied. In accordance with the S-O-R Theory, exposure to scientific advertisements on TikTok can provide/create a specific response to the audience and generate a response to the buying interest of Indonesian Scientific followers to the scientific product itself.

This study provides additional information about the influence of audiences on an advertisement and eliminates/creates a response. Future research should examine other factors because 74.9% of this study's results are still influenced by other factors. It is recommended that future researchers develop this research using independent variables that have yet to be studied, such as the Use of Brand Ambassadors in scientific ads with different media.

Authors Contributions

In this study, the author participated in conceptualizing, research design, data collection, analysis and results, manuscript preparation, and correcting deficiencies in research. Researchers are willing to be responsible for all related aspects of research.

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