

# COMPARATIVE STUDY OF PROMOTIONAL TOOLS USED ON SOCIAL MEDIA INSTAGRAM, FACEBOOK AND TIKTOK

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## ABSTRACT

This study aims to determine the promotional process tools used by business actors to promote their products through social media Instagram, Facebook and Tiktok. The type of research used by the author To achieve this goal is a comparative method with technical data collection in the form of a questionnaire. The population in this study are business actors who have online businesses. Method Sampling in this study used the purposive method sampling is a sampling technique with certain considerations. The sample in this study was 100 respondents with descriptive statistical tests. Data processing techniques in This study uses excel applications, namely editing, coding, tabulation, data entry, check data. The results of this study prove that business actors promote their products using social media facebook with the highest average grand mean compared to social media instagram and tiktok.

**Keywords:** Promotion, Instagram, Facebook, Tiktok