

Profile Of Engagement Rate Online Marketing Of Over-The-Counter Medicines Through TikTok At Avicenna Gresik Pharmacy

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Abstract

Social media has become an effective tool in online marketing, including in the health sector. Avicenna Pharmacy in Gresik utilises TikTok to market over-the-counter medicines in an engaging and interactive manner. This study aims to analyse the engagement rate of visitors in online marketing through TikTok. The engagement rate is measured based on the number of likes, comments, shares, views, followers, and account visits. The method used is descriptive qualitative with secondary data from the pharmacy's internal documentation for the period February–April 2025. The results of the analysis show an increase in followers of 0.5% and an increase in account visits of 435.6%. The majority of followers are from Indonesia, particularly Banjarmasin, aged 25–35 years, and mostly female. In April 2025, the videos with the most likes were video 1 (Imboost tab) and 2 (Natur-E); the most comments were on video 5 (Apialys Syr); the most shares were on videos 1, 2, and 3 (Enervon C); and the most views were on video 2.

Keywords: followers, marketing content, social media

Introduction

Marketing is a series of activities that include products, pricing, promotion, and distribution, as well as analysis, planning, implementation, coordination, and programme development. The purpose of marketing is to establish relationships with the market in order to achieve organisational goals (Wukirasi et al., 2024). The development of information and communication

technology is currently characterised by its increasing usefulness in supporting sophisticated and contemporary human activities. According to the Ministry of Communication and Information Technology, Indonesia has the eighth highest internet usage rate in the world. Therefore, businesses must shift from traditional forms of advertising (television, magazine, etc.) to online forms (internet advertising, e-commerce, and social media) (Rachbini, 2023). Based on the 2022 Indonesian Minister of Health Regulation on the Management and Service of Over-the-Counter and Limited Over-the-Counter Medicines, over-the-counter medicines are medicines that can be purchased without a doctor's prescription and have a special mark in the form of a green circle with a black border. Over-the-counter medicines are used to relieve mild medical symptoms such as fever, cough, or flu. Some examples of over-the-counter medicines include Paracetamol, Ibuprofen, and Antacids (Indonesian Ministry of Health, 2022). These over-the-counter medicines can be obtained at shops, pharmacies, and supermarkets.

In this context, effective marketing strategies are crucial. Pharmacies need to utilise various promotional channels, such as social media, discounts, and loyalty programmes to attract customers. In addition, good customer service and education on the proper use of medicines also play an important role in building customer trust and loyalty. However, pharmacies also face challenges, such as strict regulations on medicine promotion and competition with growing e-commerce platforms. Therefore, pharmacies need to adapt and implement innovations to remain competitive in this dynamic market (Adisty & Prabowo, 2024).

With the rapid development of technology and the increasing use of the internet, online marketing has become an important component of marketing strategies in various businesses, including pharmacies. Pharmacies are required to adapt to new ways of interacting with customers. Online marketing includes various marketing activities carried out through online platforms, such as social media, email, and websites. This approach allows pharmacies to reach consumers more effectively and efficiently, as well as increase their brand visibility (Hadning et al., 2022).

The definition of online marketing in the context of pharmacies includes the promotion of medicinal products, health services, and health education through online media. Common techniques used in online marketing in pharmacies include content marketing, social media marketing, and email marketing. In this way, pharmacies can build better relationships with customers, provide relevant information, and increase sales (Indah & Yuwana, 2022). Examples of online marketing platforms commonly used by pharmacies include marketplaces such as Shopee and Tokopedia, delivery applications such as GrabMart, and social media such as WhatsApp, Instagram and TikTok. Through these platforms, pharmacies can offer products, provide educational information, and interact with customers. Data shows a positive trend in over-the-counter drug sales through online marketing (Wulandari, 2020).

One pharmacy that has utilised online marketing through social media is Apotek Avicenna, located in Gresik. So far, Apotek Avicenna's marketing efforts on social media have been inconsistent. Apotek Avicenna is a pharmacy that was only established in 2023 and is located in a less strategic location, with several older pharmacies nearby. Given these conditions, the researcher wanted to optimise the use of online marketing through social media in the marketing strategy for medicines, especially over-the-counter medicines, at Apotek Avicenna. Therefore, it was necessary to conduct research entitled 'Profile of the engagement rate of online marketing of over-the-counter medicines through TikTok at Apotek Avicenna Gresik'.

Materials and Methods

This study utilised a qualitative descriptive method, which involves collecting and presenting data in the form of systematic lengthy descriptions. Qualitative research is more descriptive in nature, and the data collected does not emphasise numbers but rather words or images (Sugiyono, 2017). This research was conducted at Avicenna Pharmacy Gresik, located at Jalan Dr Soetomo No.160, Putat Luar, Sukorame, Gresik District, Gresik Regency, East Java Province. The population in this study was all activities through online marketing at Avicenna Pharmacy Gresik via the social media platform TikTok. The sample

used in this study was data from online marketing activity reports for three months, namely February, March, and April 2025.

There are two data collection techniques (Sugiyono, 2017), namely :

1. Documentation: in this study, documentation was carried out in the form of sales reports, promotional activities, and other activities carried out by Avicenna Gresik Pharmacy.
2. Participant Observation: the researcher was actively involved in a particular group to observe the behaviour, interactions, and practices of the participants (Azhari, S., & Ardiansah, I. 2022). In this study, the researcher participated in digital marketing activities carried out by Avicenna Pharmacy Gresik, such as making videos through the pharmacy's social media. These activities were carried out during the 3-month research period, including:
 - 1) Creating posts on TikTok in the form of videos for 1 month (February) and 2 months of evaluation (March and April 2025).

Results and Discussion

Avicenna Pharmacy Gresik is one of the pharmacies located in the Gresik Regency, East Java. This pharmacy has started using social media as a means of marketing and attracting customers. The social media platform used is TikTok. The use of social media is important in expanding the reach of marketing. Online marketing strategies are carried out through uploading visual content of products, light education, and limited-time promotions. The researcher observed the official TikTok account of Avicenna Pharmacy Gresik for three months, namely February, March, and April 2025, by recording all online marketing activities, including the number of followers and visits during the last three months. Table 1 presents data on the activity indicators of the pharmacy's TikTok account in the last three months.

Indicator	The mo of-			Percentage of increase
	1	2	3	

<i>Followers</i>	799	802	803	0,5 %
<i>Kunjungan</i>	87	221	466	435,6%

Tabel 1. Social Media Profile TikTok Avicenna Pharmacy

Table 1 shows an increase in the number of followers in 3 months, from 799 to 803, with an increase of 0.5%. Although follower growth is still slow, it has shown consistency in retaining visitors. This suggests that the content uploaded is still attractive to existing followers, although it is not yet attractive enough to significantly attract new followers. There was a significant increase in the number of visits, from 87 to 266 people, with an increase of 435.6%. This indicates that the content or promotion strategy on TikTok is starting to show excellent results in reaching a wider audience, including non-followers, through the TikTok FYP feature. This is in line with the research by Putri & Azeharie (2021), which states that online marketing carried out on social media has a significant impact on visitors' interest in further interaction, which in this case is relevant to the increase in visits to TikTok Apotek Avicenna. This study also examined follower data. The aspects examined include age, gender, city of origin, and country of origin. There are several age ranges among the followers of TikTok Apotek Avicenna Gresik (Figure 1).

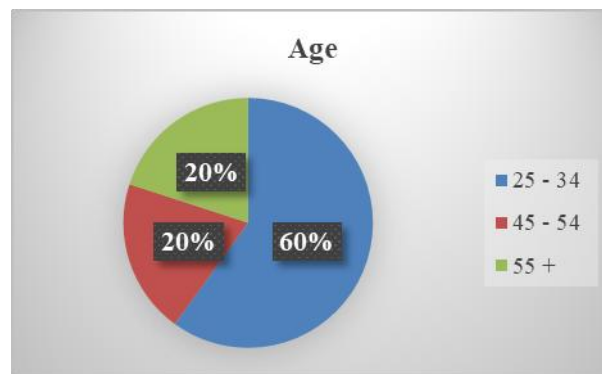


Figure 1. Age Data of Followers on TikTok for Avicenna Pharmacy, Gresik

Figure 1 shows that the majority (60%) of followers of the Apotek Avicenna Gresik TikTok account are aged 25–34 years. This indicates that the content presented is more relevant and appealing to young productive age groups. This age group also tends to be more active in using social media, especially TikTok, so it is natural that they dominate. This is in line with research conducted

by Firamadhina & Krisnani (2021), which states that TikTok social media usage is dominated by Generation Z (Gen Z), aged 18-30 years, for educational and other purposes. The next type of data examined in relation to the personal data of followers of the Apotek Avicenna TikTok account is gender (Figure 2).

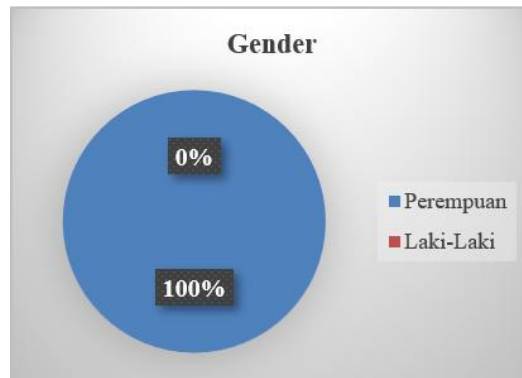


Figure 2. Gender Data of Followers on TikTok for Avicenna Pharmacy Gresik

The data in Figure 2 shows that 100% of Apotek Avicenna Gresik's TikTok followers are female. This may be because women tend to be more active and responsive to content on platforms such as TikTok than men, especially when it comes to health, lifestyle and self-care (Fitri, 2019). The next data analysed is the country of origin of followers on the TikTok account of Apotek Avicenna Gresik (Figure 3).

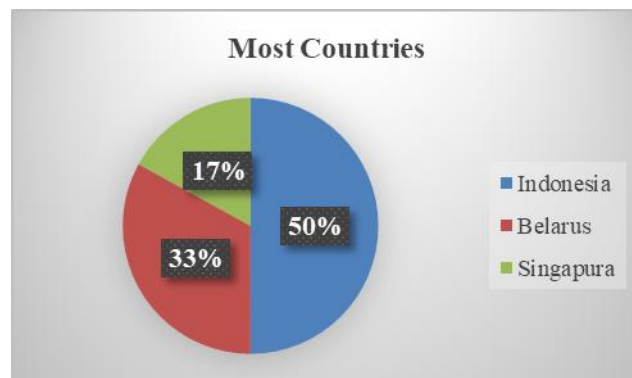


Figure 3. Data on the countries of origin of followers on TikTok for Avicenna Pharmacy in Gresik

Figure 3 shows the countries of origin of the followers of the Apotek Avicenna Gresik TikTok account. As a pharmacy based in Gresik, Indonesia, it is natural that most of its followers come from Indonesia (50%). This shows that its

content strategy is quite effective in reaching its national target audience. Interestingly, there are also followers from abroad, namely Belarus (33%) and Singapore (17%). The presence of followers from outside Indonesia is thought to be the result of TikTok's algorithm spreading content to global visitors or the use of international hashtags (Chandra, 2023). Other influencing factors include the use of music, visual effects, or universal content, which attract the attention of international visitors (Adolph, 2019).

The distribution of cities of Indonesian followers can be seen in Figure 4.

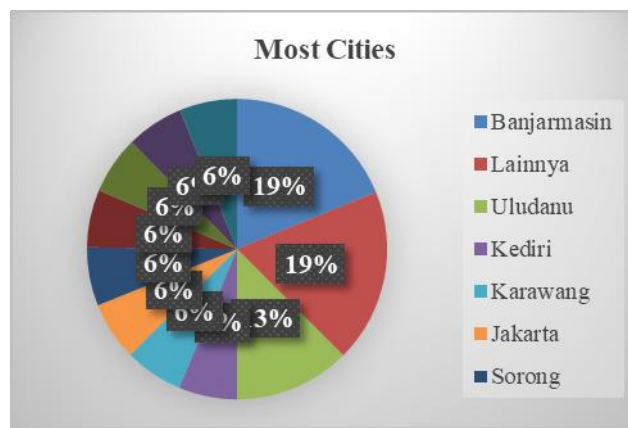


Figure 4. Data on the cities of origin of followers on TikTok Apotek Avicenna Gresik

Based on Figure 4, it can be seen that Apotek Avicenna's TikTok followers come from various cities in Indonesia, with Banjarmasin dominating (19%). However, Gresik, where the pharmacy is located, does not appear as the city with the most followers. This could be because TikTok uses an interest-based algorithm that displays content on the FYP (For You Page) based on user behaviour rather than geographical location alone. This means that even though the account originates from Gresik, the videos uploaded can reach users from all over Indonesia and even abroad. According to research (Putri and Nurhayati, 2024), TikTok's algorithm prioritises engagement, visitor interest, and consistency of uploads in determining content reach, rather than solely based on the account's location.

Another piece of data that can be examined from this study is the number of 'likes' on the TikTok account of Apotek Avicenna Gresik (Figure 5).

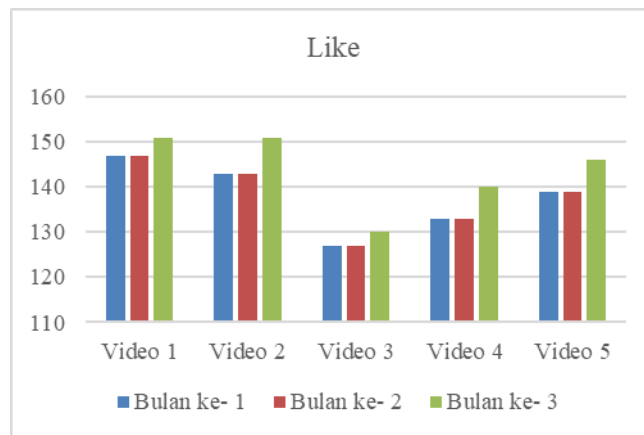


Figure 5. Number of likes on TikTok posts by Avicenna Pharmacy Gresik

Based on the data in Figure 5, it can be seen that there was variation in the number of likes for each video over a period of three months. This graph illustrates the engagement rate performance through the likes indicator as part of visitor interaction with promotional content for over-the-counter medicines uploaded to TikTok by Apotek Avicenna Gresik. Video 1, which contained the products Imboost Forte and Imboost Tablets, both of which are immune supplements, received the highest number of likes in the third month with 152 likes. This shows that content about increasing immunity is in high demand by visitors and meets their needs. Video 2, which contains Natur-e medicine, also experienced an increase in the number of likes, indicating that the posted content is relevant and in demand, similar to video 1. Videos 3, 4, and 5 show a lower trend but still experience growth from month to month. In online marketing, engagement rates such as likes reflect the emotional and cognitive interest of visitors. When visitors give a like, they show acceptance or appreciation for the message conveyed. Therefore, the high number of likes on the first video can be interpreted as a positive response to educational and solution-oriented health content (Haoe, Ganiwidjaja and Andreani, 2023).

The next data to be examined is the number of comments on posts made on the TikTok account of Apotek Avicenna Gresik (Figure 6).

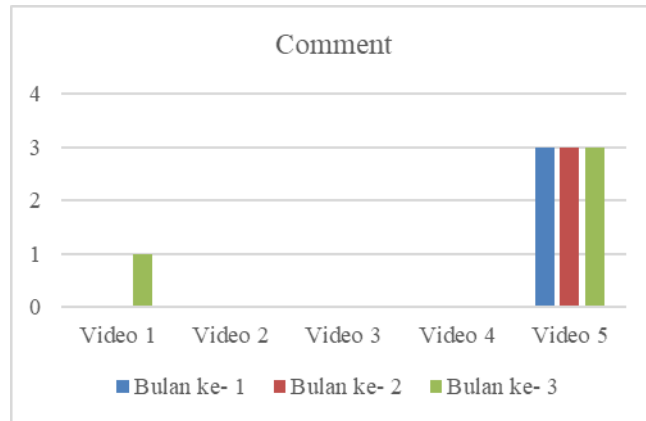


Figure 6. Number of comments on TikTok posts by Avicenna Pharmacy

Based on Figure 6, it shows the number of comments on each video in 3 months. In general, the comment rate on TikTok Apotek Avicenna Gresik video content is relatively low, but it still has an important meaning as an indicator of active engagement because comments show two-way interaction from visitors, not just passive responses such as likes. The fifth video, which contains Apialys Syr used as a vitamin supplement for children, received the highest and most stable number of comments from the first to the third month, with a total of three comments. The high number of comments can be linked to market segmentation, as this product targets children, but its main consumers are parents, especially mothers, who tend to be more active in asking questions or responding in the comments section (Fitri, 2019).

Additionally, another dataset to be analysed is the number of shares from posts on the TikTok account of Apotek Avicenna Gresik (Figure 7).

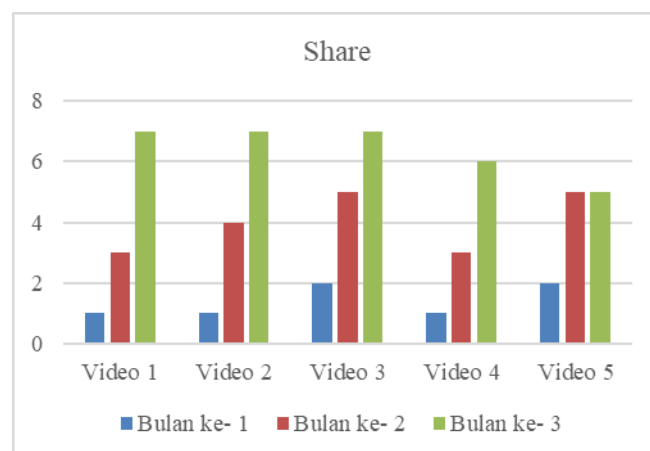


Figure 7. Number of Shares of Avicenna Pharmacy Posts on TikTok

Figure 7 illustrates the increase in the number of shares on TikTok videos by Apotek Avicenna Gresik over a period of three months. Shares are a form of active engagement that indicates that users consider the content worth sharing with others because they find it useful, relevant, or interesting. Based on the graph, the second video containing Natur-E and the third video containing Enervon C showed the highest number of shares compared to other videos, especially in the third month. The second video targets women of productive age who are active on social media and are very concerned about their appearance and skin health. Content with attractive visuals and educational value about the benefits of vitamin E makes visitors feel personally involved and motivated to share it. This is reinforced by the findings of Fardiansyah et al. (2023), who stated that products with narratives about self-care and personal health have high share rates because they create an emotional connection with visitors. Meanwhile, the third video, which deals with the issue of immune health, received a wide response from visitors because it provided practical and familiar solutions to common problems such as decreased immunity. This is in line with the results of research by Lubis et al. (2025), which found that content related to disease prevention is twice as likely to be shared.

The next data to be examined is the number of views of video posts on the TikTok account of Apotek Avicenna Gresik (Figure 8).

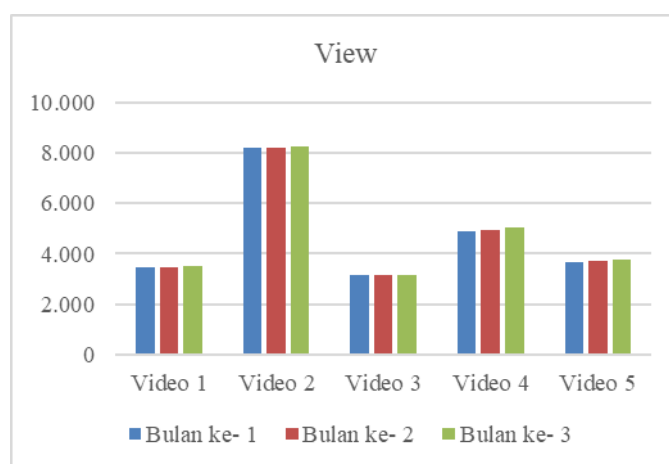


Figure 8. Number of Views on TikTok Posts by Avicenna Pharmacy

Figure 8 shows the number of views for five TikTok videos by Apotek Avicenna during the period from February to April 2025. Views are the main indicator of content reach on the TikTok platform, reflecting how many visitors a video has reached, both followers and non-followers. The second video promoting Natur-E received the highest number of views among all videos, with 8,271 views in the third month. This shows that content about skin care and beauty is highly attractive, especially among young adult women, who are the dominant visitors to TikTok Apotek Avicenna Gresik. Although Natur-E had the highest number of views, when compared to likes, comments, and shares, its engagement rate tended to be stable but not extreme. This indicates that even though the content reached many users, not all interactions resulted in active actions, such as shares or comments. However, this does not signify the failure of the content; rather, it shows that the high number of views came from initial appeal, such as the caption and music. Light-hearted educational content that is entertaining is often appealing to watch but does not always prompt direct verbal interaction (Rahman, Boby and Sagita, 2025).

The following is a descriptive overview of the five video contents uploaded on TikTok Apotek Avicenna Gresik over a three-month period (Tables 2–4).

Table 2. Description of videos posted on the TikTok account of Avicenna Pharmacy Gresik




Video number -	Video screenshot	Description
Video 1 (Imboost tab, Imboost Force tab)		<p>This video showcases various variants of Imboost products, namely Imboost Tablets and Imboost Force Tablets, including Imboost Bone Effervescent. Presented with clean and attractive visuals, this video emphasises the main message that Imboost is the top recommendation for maintaining endurance. The text in the video displays slogans such as ‘Vitamin Recommendations for Immunity’, reinforcing the promotional message that Imboost is the right choice for consumers who feel weak, lack energy or are in recovery. The song used also has an emotional tone, reinforcing the impression that this product is relevant to personal daily needs.</p>

Table 3. Description of videos posted on the TikTok account of Apotek Avicenna Gresik (continued)

Video number -	Video screenshot	Description
<p>Video k2 (Natur-E White, Natur- E 100 IU, Natur-E 300 IU, Natur-E Advanced)</p>		<p>This video showcases various variants of Natur E products, a widely known skin beauty supplement in Indonesia. The content visually displays the products with neat arrangement and bright lighting, creating a professional and clean impression. The products featured include Natur-E 100 IU, Natur-E White, Natur-E Advanced, and Natur-E 300 IU. The promotional slogan ‘Ubur Ubur Ikan Lele, Natur-E aja lee’ (Stingray Catfish, Just Natur-E), presented in a distinctive TikTok style, adds a humorous and entertaining touch while increasing the potential engagement rate as it is memorable and aligns with the language style of the target young audience.</p>
<p>Video 3 (Enervon C)</p>		<p>This content features one flagship product, Enervon C Multivitamin, a health supplement that boosts immunity. The video shows the Enervon C packaging with clear and attractive visuals, accompanied by the promotional text ‘Imun Booster Andalan’ (Reliable Immunity Booster) to reinforce the product's main message. The video also highlights the product's ingredients, including Vitamin C 500 mg, Vitamin B Complex, Nicotinamide, and Calcium Pantothenate, along with their benefits for maintaining immune health and boosting energy. The recommended dosage is also explained in the video: one tablet daily after</p>

meals.

Table 4. Description of videos posted on the TikTok account of Apotek Avicenna Gresik (continued)

Video number -	Video screenshot	Description
Video 4 (Lytacur Syr)		<p>This video presents Lytacur Syrup 60ml, a children's health supplement with a refreshing orange flavour. The content begins with an intriguing question, ‘Do you want your little one to eat heartily, Mum?’, which immediately captures the attention of mothers as the target audience. The video also highlights the ingredients in Lytacur Syrup, which include L-Lysine HCL, Vitamin B Complex, and Zinc, beneficial for improving appetite and maintaining children's health.</p>
Video 5 (Apialys Syr)		<p>This video introduces Apialys Syrup, a syrup-based dietary supplement specially formulated to help maintain health and increase appetite in children. The attractive packaging and use of colourful visuals are designed to appeal to young mothers. The video also highlights the ingredients and benefits of Apialys Syrup, which include Vitamin B Complex, L-Lysine, Nicotinamide & Dexpanthenol, as well as additional multivitamins.</p>

All published content shows that Avicenna Pharmacy has implemented a marketing strategy that is tailored to the characteristics of its visitors. Content such as Natur-E and Enervon C is well-suited for active women who care about their appearance and physical health, while Imboost is an ideal choice for maintaining daily immunity. Meanwhile, Lytacur and Apialys Syrup are aimed at mothers who want to provide additional nutritional support to encourage their children to eat more, in a practical and easy-to-understand way. This strategy

reinforces the findings of Yupi and Heryadi Putri (2023), who stated that a soft selling approach is more effective in promoting health products on TikTok, and is supported by research by Bulu and Sofian (2024), which emphasises the importance of visual communication in attracting consumer interest in children's health products on social media. Thus, TikTok has proven to be a potential and effective tool in illustrating the online marketing strategy for over-the-counter medicines at Avicenna Pharmacy Gresik. The engagement rate of online marketing for over-the-counter medicines through TikTok at Avicenna Pharmacy Gresik shows a positive impact. Video content promoting products such as Imboost, Natur-E, Enervon-C, Lytacur, and Apialys successfully attracted visitors' attention with varying numbers of likes, comments, shares, views, followers, and visits. This engagement rate is influenced by the relevance of the content to the followers' needs. With an attractive visual approach, light narration, and relevant messages, online marketing through TikTok has proven to be effective in building audience engagement and serving as an effective medium for marketing over-the-counter medicines online.

Conclusion

Based on the results of the study, it can be concluded that online marketing of over-the-counter medicines through the TikTok platform at Avicenna Pharmacy in Gresik has had a positive impact on increasing visitor engagement (engagement rate). During the three months of implementation, there was a 0.5% increase in the number of followers and a significant surge in the number of account visits of 435.6%. The majority of followers of the Avicenna Pharmacy TikTok account are from Indonesia, particularly the city of Banjarmasin, with an age range of 25–35 years and predominantly female. In the third month (April 2025), videos 1 and 2 received the most likes, while the most comments came from video 5. The highest share activity was recorded on videos 1, 2, and 3, and the most views were obtained by video 2.

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