



## **ANALYSIS OF LIVE STREAMING, ADS, AND VIDEO CONTENT ON THE TIKTOK PLATFORM TO INCREASE PROFITABILITY AT HARIS COMPANY TEXTILE**

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### **Abstract**

*TikTok is one of the social media applications in the world of digital marketing that is growing significantly. Through TikTok, companies can use live streaming as a real-time and interactive promotional tool, and TikTok Ads to increase sales and profitability. This study aims to analyze the use of live streaming, ads, and video content to increase profitability at the Haris Kharisma Textile Company in Sukoharjo. This type of research is quantitative research with a descriptive approach. Data sources were obtained from interviews, literature studies, and documents in the form of financial reports. The objects of this study are the live streaming and ads feature using the Dasteran Cuan account and the video content feature using the Gendhis Fashion account on the TikTok platform. The analysis was conducted using profitability ratios using profit margin (PM) and net profit margin (NPM) indicators. The analysis found that the use of live streaming, ads, and video content demonstrated excellent results in increasing profitability. For the Dasteran Cuan account, the integration of live streaming, ads, and video content demonstrated excellent results, as evidenced by the significant percentage increase in the analysis using PM and NPM. The video campaign period leading up to Ramadan and Eid al-Fitr indicated that video content was driven by market momentum. Despite a decline in the October-December period, margins remained within the excellent zone, indicating that the company maintained its performance despite operational challenges at the end of the year. Overall, live streaming and ads proved to have a greater impact on increasing profitability than video content accounts.*

**Keywords:** *Ads, Video Content, Live Streaming, TikTok*

### **Abstract**

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literature studies, and documents in the form of financial reports. The objects of this study were the live streaming and ads features used by the Dasteran Cuan account and the video content feature used by the Gendhis Fashion account on the TikTok platform. Analysis was conducted using profitability ratios using profit margin (PM) and net profit margin (NPM) indicators. The results of the analysis found that the use of live streaming, ads, and video content showed very good results in increasing profitability. On the Dasteran Cuan account, the integration of live streaming, ads, and video content showed very good results, as evidenced by the significant percentage increase in the analysis results using PM and NPM. The video campaign period leading up to Ramadan and Eid al-Fitr indicates that video content is based on market momentum. Despite the decline in the October-December period, margins remained in the excellent zone, indicating that the company maintained its performance despite operational challenges at the end of the year. Overall, live streaming and advertising proved to be more influential in increasing profitability than video content accounts.

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## Introduction

Profitability is a measure of a company's efficiency in generating profits from its business activities. According to Hery (2020), profitability reflects a company's ability to generate profits through optimizing its resources. In other words, the better a marketing strategy, the more likely it is to increase sales, profit margins, and net income. In the modern business context, profitability can be achieved through two main channels: offline (conventional) sales and online (digital) sales. These two channels have different but complementary characteristics, particularly in increasing sales volume and expanding the market.

Offline sales are a traditional method conducted through physical stores, exhibitions, or direct relationships with consumers. However, offline sales have limitations in terms of geographic reach and higher operational costs, such as store rental and labor costs. In addition to offline sales, profitability can be achieved through online sales. With the development of technology and social media, online sales have become an alternative and complement to a company's marketing strategy. One means of online sales is through platforms like TikTok, which allow companies to reach a wider audience quickly and efficiently. Through TikTok, companies can use live streaming as a real-time and interactive promotional tool, and TikTok Ads to increase product visibility through targeted paid advertising and creative content that can attract attention and increase brand awareness.

According to Kotler and Keller (2016), an effective digital marketing strategy can increase brand engagement and encourage consumers to make purchases, which ultimately has an impact on increasing profits. TikTok is



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currently one of the largest and most popular platforms in Indonesia, many Indonesians are turning to the TikTok application to find entertainment from video content, photos, music, and other trends created by this platform. Not only young people but also fathers and housewives are starting to use this application, the content presented is also very relevant to parents such as cooking tutorials for housewives, craft tutorials for fathers who like to be creative at home, etc.

TikTok is a social media application that is currently following the developments in the world of digital marketing which is growing significantly. In this case, it can be a huge opportunity for the current generation, where the dominant generation is Generation Z. (Guarda, 2021). With the online shopping feature through the TikTok platform, people are starting to switch to using this application for shopping. Besides the lower prices, TikTok is also a very complex application because it not only provides entertainment and educational content, but also can be used for buying and selling transactions, this is what attracts people to use the TikTok application. In addition, TikTok also offers a live streaming feature to allow users to share moments directly with their audience. The live streaming feature on TikTok allows for dynamic and direct interaction between users and their followers, creating a highly interactive and personal form of communication. (Paulus, 2024)

In addition to live streaming, TikTok also offers an Ads feature, or marketing advertisements. This feature is used by manufacturers as a marketing tool to promote their products. This feature can be used on videos, photos, yellow baskets, or live streaming. TikTok Ads is a feature provided by the TikTok platform as a form of social media marketing used for paid promotions by content creators, displayed to a specific target audience, and aimed at spreading brand awareness or selling products and services. (Ranis, 2024).

Haris Textile Sukoharjo is a company engaged in the production of patterned fabrics and finished goods in the form of house dresses, robes, shorts, prayer robes, blouses, and pajamas. This company has two TikTok Shop accounts, named "Gendhis Fashion" and "Dasteran Cuan," which have been running for approximately 20 years since the opening of TikTok Shop. This company relies on Live Streaming, Ads, and video content features to support increasing its sales volume. Of the two accounts, the account named Dasteran Cuan is the account that uses live streaming and ads, while the Gendhis Fashion account does not use these two features but only relies on video content. Therefore, this can be a comparative reference for analyzing the use of live streaming, ads, and video content in supporting increasing company profitability.

Based on the description above, the research title was chosen "Analysis of live streaming, ads and video content on increasing profitability at the Haris Textile Sukoharjo company."



This study aims to analyze how live streaming, ads, and video content on TikTok are related to increased company profitability. Live streaming, ads, and video content reflect TikTok's effectiveness in driving sales of products promoted and introduced on its platform.

## Theoretical Review

**Profitability** According to Prihadi (2020), it is a description of the company's financial performance capability in generating profits from asset management.

**Profitability Ratio** According to Kasmir (2019), profitability is a ratio used to measure a company's ability to generate profits. Some profitability measures include Profit Margin (PM) and Net Profit Margin (NPM). PM and NPM are two important ratios for evaluating a company's financial performance.

### **Live Streaming**

*Live streaming* is one of the online transaction features or online activities that allows users/sellers to interact directly with viewers/buyers

### **TikTok Ads**

TikTok Ads is a paid advertising platform provided by TikTok to help businesses promote their products or services to TikTok users. (Rania, 2024)

### **Video Content**

Content is information or experiences conveyed through various media, such as text, images, audio, or video, with the aim of informing, entertaining, or persuading an audience. (Berliana, 2024)

### **TikTok**

TikTok is a platform originating from China, this TikTok application was first developed by Zhang Yimin.

### **Previous Research**

In Wijaya's research (2024), it was shown that the use of live streaming had a positive effect on increasing sales, which would automatically also have an effect on increasing the company's profitability.

In research conducted by Putri (2024), it was shown that live streaming and ads had a significant impact on business income.

The results of research by Wulandari et al (2025) prove that TikTok is not only an entertainment platform, but also a major force in digital marketing that can maximize profit potential for business actors.

In research by Widodo (2024), it was stated that the use of TikTok through video content affects company profitability, this is based on the fact that TikTok is able to create opportunities to increase product visibility, with a wide reach of users from various age groups.

## Research Method

Seeing the dynamics above and the absence of significant research or observations on the influence of live streaming, ads and video content on increasing profitability, this observation was conducted to examine how



digital marketing strategies such as live streaming, ads and video content impact profitability at the Haris Textile company.

Profit margin is used to measure a company's ability to generate earnings before interest and taxes at a given sales level by comparing earnings before interest and taxes with net sales. A low profit margin indicates sales that are too low for a given cost level and indicates management inefficiency in generating operating profit. The profit margin calculation is formulated as follows:

$$PM = \frac{EBIT}{\text{Penjualan Bersih}} \times 100\%$$

Net profit margin is used to measure a company's ability to generate profit after interest and taxes at a given sales level by comparing profit after interest and taxes with net sales. This ratio provides an overview of a business's profitability in generating net profit from earned revenue. The net profit margin calculation is formulated as follows:

$$NPM = \frac{EAT}{\text{Penjualan Bersih}} \times 100\%$$

## Results and Discussion

### Analysis of Live Streaming and Ad Usage on the Dasteran Cuan Account

#### 1. Live Streaming and Ads profit calculation results

The following table shows the results of calculating the profitability ratio using the Live Streaming and Ads profit margin calculations:

**Table 1. Profit Margin for Live Streaming and Ads**

Information	EBIT	Net sales	Profit Margin
January	201,031,000	373,627,000	53.8%
February	221,384,000	363,732,000	60.9%
March	271,530,850	433,758,500	62.6%
April	294,831,270	429,104,550	68.7%
May	401,306,745	667,620,725	60.1%
June	389,694,240	624,460,500	62.4%
July	442,859,970	686,637,470	64.5%
August	416,882,240	588,167,500	70.9%
September	516,844,467	715,144,800	72.3%
October	523,279,636	706,876,499	74.0%
November	380,633,100	552,441,500	68.9%
December	612,033,464	827,322,834	74.0%
<b>Average</b>			<b>72.3%</b>

According to Bringham & Houston (2015), profit margin is said to be low if < 10%, said to be sufficient if 10% - 20%, said to be good if 20% - 40%, and said to be very good if > 40%.



Based on the profit margin calculation shown in Table 1, the company's profit margin increased significantly from 53.8% in January to 74.0% in December. Despite a slight decline, the ratio remained above 50%. With an average profit margin of 72.3%, this is considered excellent. The high and steadily increasing profit margin demonstrates that the use of live streaming and ads has significantly impacted the company's profitability. This increase in profit margin demonstrates a positive correlation between the implementation of digital strategies, particularly the use of live streaming and advertising on the TikTok platform, and increased profitability. Live streaming allows direct interaction with consumers, creating trust and encouraging purchases, while ads support massive and targeted content distribution.

2. The results of the calculation of the net profit margin of Dasteran Cuan  
The following is a table of the results of calculating the profitability ratio using the net profit margin calculation:

**Table 2. Net Profit Margin for Live Streaming and Ads**

Information	EAT	Net sales	Profit Margin
January	175,223,049	373,627,000	46.9%
February	194,652,082	363,732,000	53.5%
March	239,882,314	433,758,500	55.3%
April	268,811,136	429,104,550	62.6%
May	384,694,639	667,620,725	57.6%
June	371,765,635	624,460,500	59.5%
July	409,989,944	686,637,470	59.7%
August	385,570,658	588,167,500	65.6%
September	490,082,846	715,144,800	68.5%
October	486,888,546	706,876,499	68.9%
November	352,260,085	552,441,500	63.8%
December	582,145,280	827,322,834	70.4%
<b>Average</b>			<b>68.5%</b>

For net profit margin, according to Bringham & Houston (2015), net profit margin is said to be low if  $< 5\%$ , said to be sufficient if  $5\%-10\%$ , said to be good if  $10\%-20\%$  and said to be very good if  $> 20\%$ :

Based on the net profit margin calculation data in Table 2, it is known that the net profit margin showed a significant increase from 46.9% to 70.4% and had an average of 68.5%, which is included in the very good category. This increase reflects the operational efficiency and effectiveness of the use of live streaming and ads implemented through the TikTok platform. The use of integrated live streaming and ad serving features can optimize sales conversions and increase profitability. This shows that business actors' adaptation to digital strategies can increase



awareness of the importance of expanding the market and meet changing consumer behavior that is increasingly tending towards online platforms, namely Live Streaming and ads.

Analysis of Video Content Usage on the Gendhis Fashion account

## 1. Video Content Profit Margin Calculation Results

The following is a table of the results of calculating the profitability ratio using the video content profit margin calculation:

**Table 3. Video Content Profit Margin**

Information	EBIT	Net sales	Profit Margin
January	26,298,150	84,533,700	31.1%
February	39,246,278	89,471,550	43.9%
March	114,512,619	204.220.192	56.1%
April	270,177,877	395,573,982	68.3%
May	268,265,579	488,490,000	54.9%
June	171,889,525	315,506,000	54.5%
July	110,056,230	216,803,500	50.8%
August	87,643,825	179,634,010	48.8%
September	93,024,903	175,781,900	52.9%
October	52,339,435	137,479,850	38.1%
November	46,331,621	95,888,500	48.3%
December	47,639,106	111,613,500	42.7%
<b>Average</b>			<b>49.2%</b>

According to Bringham & Houston (2015), profit margin is said to be low if  $< 10\%$ , said to be sufficient if  $10\% - 20\%$ , said to be good if  $20\% - 40\%$ , and said to be very good if  $> 40\%$ .

Based on the data in Table 3, profit margins increased throughout 2023, from 31.1% to 68.3% in April, then stabilized above 50% until August. This was supported by the momentum of Ramadan and Eid al-Fitr. Despite a significant decline in October-December, margins remained above 40%. With an average profit margin of 49.2%, this is considered excellent. This performance reflects that TikTok-based marketing strategies through video content contribute to increased consumer appeal and sales effectiveness. Seasonal moments such as Ramadan were optimally utilized through digital campaigns tailored to market needs.

## 2. Net Profit Margin Calculation Results for Video Content

The following is a table of the results of calculating the profitability ratio using the video content net profit margin calculation:

**Table 4. Net Profit Margin of Video Content**



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Information	EAT	Net sales	Profit Margin
January	22,957,700	84,533,700	27.2%
February	35,303,550	89,471,550	39.55
March	129,362,542	204.220.192	63.3%
April	305,690,602	395,573,982	77.3%
May	314,880,520	488,490,000	64.5%
June	207,772,440	315,506,000	65.9%
July	129,739,000	216,803,500	59.8%
August	102,762,750	179,634,010	57.2%
September	110,437,667	175,781,900	62.8%
October	66,432,987	137,479,850	48.3%
November	56,380,100	95,888,500	58.8%
December	59,449,130	111,613,500	53.3%
<b>Average</b>			<b>56.5%</b>

For net profit margin, according to Bringham & Houston (2015), net profit margin is said to be low if < 5%, said to be sufficient if 5%-10%, said to be good if 10%-20% and said to be very good if > 20%:

The data in Table 4 shows that Gendhis Fashion's net profit margin increased from 27.2% to 77.3% from January to April, reaching its peak. The margin increase from March to June indicates high market demand due to the Ramadan and Eid al-Fitr periods. The average net profit margin of 56.5% is considered excellent. This increase in net profit margin demonstrates Gendhis Fashion's ability to optimally capitalize on seasonal momentum through appropriate promotional strategies. The use of social media, particularly platforms like TikTok, and the integration of video content can expand promotional reach and accelerate sales conversions. The margin increase also reflects the effectiveness of controlling production and distribution costs as market demand increases.

Comparison of Profit Margin and Net Profit Margin of Dasteran Cuan and Gendhis Fashion

Table 5. Comparison of Average Profit Margin and Net Profit Margin of Dasteran Cuan and Gendhis Fashion

Cuan Dasteran		Gendhis Fashion	
PM	NPM	PM	NPM
66.1%	61.0%	49.2%	56.5%

Based on the average comparison data in table 5 above, it shows that Dasteran Cuan has a higher average PM and NPM than Gendhis Fashion, namely 66.1% and 61.0%. Dasteran Cuan shows a continuously increasing



and stable margin trend, especially from July to December, while Gendhis Fashion has a high margin in April and June, but is less consistent and tends to decline at the end of the year. This shows that the Dasteran Cuan account has a greater influence on increasing profitability compared to the Gendhis Fashion account. This indicates that the use of live streaming and ads has a greater influence on increasing profitability than only using video content. Controlling and analyzing each content to be posted, evaluating the effectiveness of content and designing marketing strategies, improving content quality and adapting to audience needs as well as consistency in posting content can increase business credibility and increase customer purchasing interest, which will directly affect increasing profitability (wulandari et al (2025))

## **Conclusion and Recommendation**

### **Conclusion**

The profit margin and net profit margin analysis for the Dasteran Cuan account showed results above 40%, which is considered excellent. This indicates that the use of live streaming and ads can increase the company's profitability.

Based on the profit and net profit margin calculations performed on Gendhis Fashion's account, the average ratio was >40%, which is considered excellent. Despite a decline in October-December, the margin remained within the excellent range. This demonstrates that video content can increase the company's profitability.

The identification results show that live streaming and ads have a greater impact on increasing the profitability of Haris Textile Sukoharjo compared to video content. This is indicated by the average PM and NPM of live streaming and ads being higher than Gendhis Fashion. Profit margin and Net Profit Margin indicate the company's ability to generate high profits at a certain sales level.

### **Recommendation**

Strengthen your live streaming and ads strategy: since live streaming and ads have been proven to have the greatest impact on increasing profitability, companies are advised to strengthen these features. This can be done by increasing direct interaction with the audience, increasing live streaming sessions with attractive promotions, and optimizing the use of ads to reach a wider target market.

Continue optimizing efficient video content: even though its sales contribution is smaller, video content has an efficient cost-to-sales ratio. Therefore, companies need to maintain and improve the quality of video content, for example by creating creative content that is viral, educational, or storytelling, so that it can support brand awareness at a relatively low



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cost. Hold live streaming and ads on the Gendhis Fashion account: because live streaming and ads contribute significantly to increasing profitability, it is recommended that the Gendhis Fashion account also conduct marketing through live streaming and ads to increase its profitability.

Diversification and innovation: to ensure continued profitability growth, companies are advised to innovate by integrating the strengths of the three features (Live streaming, Ads, and Video content), while also considering new trends on TikTok that can increase competitiveness and expand the market.

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