1 Background

The world is in active towards an economic system that relies heavily on technology-based on continuous innovation. Technology has become an inseparable component of innovating efforts (Schumpeter, 1942; Chege, Wang & Suntu, 2020). According to data from the Association of Indonesian Internet Service Providers (APJII), the number of internet users in Indonesia in 2014 was 88.1 million, with a penetration rate of 34.9 percent, an increase of approximately 16 percent from 2013, when it was 71.2 million, with a penetration rate of 28.6 percent. This figure is predicted to increase as technology advances in Indonesia (Achmad Wirabrata, 2016). The use of digital technology in the form of information and communication technology is one of the steps that can be taken to innovate, especially in the digital economy. The digital economy is characterized by the growing development of businesses or the marketing methods in Indonesia that use the internet as a medium for communicating and collaborating (KOMINFO, 2019) both between the seller and marketers and between customers to sell a particular product.

*Digital entrepreneurship* is a new concept that has emerged due to the transformation process of digital technology development (Elia et al., 2020). Steininger and Cavallo et al. (2019) discussed the digital-based entrepreneurship that goes into the entrepreneurship process through the digital transformation of business processes. The traditional business model is now being developed into digital entrepreneurship, which complements the traditional business model (Elia et al., 2020). Digital entrepreneurs use technology to produce new value in business models, consumer experiences, and the business processes that enable their operations (Muafi et al., 2021). The critical role of a business owner, particularly a digital entrepreneur, is to understand current technology to maximize their business's marketing (Oktavia, 2020).

As time progresses, marketing media becomes more diverse, and one of these is social media promotion carried out by influencers, which is becoming increasingly popular. Influencers are now not just exhibiting their style, but they are also beginning to venture into the world of marketing and advertising. *Social media influencers* can
be defined as people who have to influence others or consumers through social media to make a purchase decision from an online business. The reason people want to be influencers is because it may eventually become a primary source of income (MNFST, 2019). In the article in Heepsy (2020), 10 top influencers in Indonesia have an average following of more than 1 million people and earn much income from each of their uploads on social media. Forbes once issued a list of world influencers who gained popularity and wealth from social media, of course, through each of their uploads (Allam, 2017).

1.1 Research Aim

The primary focus of this dissertation is to analyze the effect of entrepreneurial skills and viral marketing strategies on the brand image of Indonesia's competitive online business. The research seeks to explore how influencers on the TikTok platform leverage viral marketing to catch consumers' attention and the role of business owners in enhancing brand image strategies.

1.2 Research Objectives

1. To find out the effectiveness an Influencer analysis before doing marketing in Tiktok Influencer for Online Business in Indonesia to get a Viral Marketing.

2. Analysis of the Tiktok influencers' popularity affects the online business's brand image in Indonesia for purchasing intention.

3. To find out the relation between Tiktok Influencers marketing strategy to brand image of online businesses in Indonesia.

4. Determine the marketing content methods of Tiktok Influencer to achieve the target audience and brand image of Online Business in Indonesia.