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Tiktok Marketing Strategy To Increase Brand Awareness Of Products At PT. Ayo Menebar Kebaikan

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Abstract

This research was carried out to understand whether there is effectiveness of TikTok in building brand awareness. This research is based on the TikTok phenomenon which has become the most popular social media platform, especially among the millennial generation. Thus, examining how TikTok marketing features can build consumer brand awareness can provide valuable insight into their impact on consumer behavior. This research can provide insight into how companies can build brand awareness which can then increase product sales. This research applies descriptive qualitative research with interview methodology and direct observation carried out through an internship process. The conclusion of this research is that the company implemented a strategy through social media Tiktok by showing that this strategy had a positive impact on consumer interest during the internship period.

Keywords: Marketing strategy, social media, effectiveness, brand awareness

INTRODUCTION

Technological developments have an impact on human life, making it more practical and easier. The use of the internet and smartphone technology has become rampant and has spread to become a lifestyle in society today. The existence of the internet makes it easier for people to get what they need in this digital era. Many people use their daily time to use gadgets connected to the internet. With the development of the internet, it has become an aspect of marketing development in business. Business competition today is very tight, causing business people to be required to be more creative in promoting the products they sell. So marketing is very essential in the business world.

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As time progressed, the idea of marketing was progressively formed into the latest marketing ideas. This refers to online marketing through social media and e-commerce. (Adriana S. Lahus et al., 2023).

This phenomenon means that business people are enthusiastic about carrying out marketing activities via the internet. There are media that can be used to do marketing on the internet. In e-commerce media, there are various types of e-commerce that are widely used by the public, there are Shopee, Tokopedia, Bukalapak, TiktokShop, etc. Every e-commerce has advantages and disadvantages. Not only advantages and disadvantages, each e-commerce has its own target market. The features in e-commerce influence how advantages and disadvantages are formed, and also how the target market is formed. Therefore, business people must be able to adapt ideas in strategies for marketing products in e-commerce. Business people must be able to see opportunities to choose what platform to use to promote their products. This can be seen from the features that can be obtained on every e-commerce platform. One of the e-commerce platforms has different features from its competitors, namely TiktokShop. What differentiates TiktokShop from other platforms is the combination of two elements, namely social media and e-commerce.

TikTok, a social media platform created by ByteDance from China, allows users to upload short videos with features such as music, stickers and more. Today, TikTok is popular for its dance, comedy, tutorial and promotional content, attracting many users thanks to its interactivity and advanced recommendation algorithms that match interests. Apart from entertainment, TikTok is becoming the platform of choice for businesses for promotions and building brand awareness, making it relevant in the digital era. TikTokShop, the e-commerce platform on TikTok, allows sellers and creators to sell goods directly through videos, live streaming, and product catalogs, similar to other e-commerce. The seller receives the order and the buyer completes the transaction and can track the delivery. Interestingly, users without products can become TikTok affiliates by displaying product links in videos or catalogs and earning commissions from purchases made through these links. The integration of social media TikTok and e-commerce TikTokShop facilitates transactions, increasing product purchases due to its abundant features, according to research conducted.

Brand awareness is considered important by companies because it can improve the company's reputation. In tight industrial competition, companies need to innovate so that customers are interested in the products they offer. This research focuses on marketing strategies via TikTok to increase brand awareness. Consumers make

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purchasing decisions based on mental and behavioral processes that involve selecting, purchasing, using, or disposing of a particular product or service. This process involves various complex factors and stages, often influenced by product brand awareness.

Companies will not get customers if they don't introduce their products to the market. Therefore, with Tiktok, companies can further increase brand awareness of PT. Ayo Menebar Kebaikan. Certainly PT. Ayo Menebar Kebaikan has a marketing strategy through Tiktok media because it is able to compete with competitors until now. Therefore, in accordance with the concentration that the author has taken, the author wants to learn more deeply about product marketing strategies through Tiktok media in order to increase brand awareness at PT. Ayo Menebar Kebaikan.

OBJECTIVES

Based on the background and explanation of the research phenomena above, the researcher then determined the problem formulation in this research, namely:

1. How to use Tiktok to increase brand awareness for products at PT. Ayo Menebar Kebaikan?
2. How to integrate TikTok marketing strategies with existing brand marketing efforts to achieve the overall goal of brand awareness?

Based on the research problem formulation, the researcher then determined The purpose of this research are:

1. To prove the success of implementing Tiktok in increasing product brand awareness at PT. Ayo Menebar Kebaikan.
2. To determine the effect of implementing a brand marketing strategy through TikTok to achieve the overall goal of brand awareness.

THEORETICAL FRAMEWORK

Digital Marketing

Digital marketing is the process of advertising and marketing through online media using various methods such as social media (Qurhtuby et al., 2021)

According to (Lailia, 2023), Digital marketing refers to the strategy of marketing and marketing products or goods using digital platforms to attract legitimate attention to your customers and clients in a real and productive way. Simply put, digital marketing is the most common way to market and promote a product through digital media, for example internet promotion or social media platforms such as YouTube, Facebook,

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TikTok, Instagram, and other social media platforms that are widely used by many marketers.

From these opinions, it can be concluded that digital marketing is the process of marketing and promoting a product through online media such as YouTube, Facebook, Tiktok, Instagram and other online platforms..

Social Media

Social media is one of the main media because currently social media functions to correspond and help clients access various data. Social media has both good and bad impacts on individual lives, so it must be planned with the aim that it will survive and benefit everyone. (Lailia, 2023)

Social media is a type of web-based media where individuals can participate, share and create content. Some examples of social media are web journals, social networks, wikis, forums, and virtual worlds. According to another assessment, social media is online media that helps collaboration and social utilization with webbing-based innovation to turn communication into interactive conversations. (Afandi, 2019).

Based on the opinion above, social media is the most important medium for accessing and exchanging information. Social media helps in social interaction using technology that turns communication into interactive discussions.

Social Media Marketing

Social media marketing is a marketing method that aims to form a market in cyberspace by combining online interaction with community participation. In it, marketing activities can include the creation, promotion, sale, and distribution of goods and services from one party to another in the context of lifestyle, entertainment, and changes in technology and communication. In addition, this marketing system includes trade data about an item and reactions to the item. (Sulistiyo & Fitriana, 2020)

Social media marketing is the use of social media applications to convey, convince and convey product offers to clients via the internet. The main goal of social media marketing is to maintain positive relationships between sellers and consumers, which will enable the achievement of various other social and economic goals (Terrasista & Sidharta, 2022).

According to the two opinions above, social media marketing is marketing carried out through social media with the aim of forming a market in cyberspace using a

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combination of online interactions. Social media marketing also has the aim of communicating, persuading and conveying product offers to customers via the internet.

Brand Awareness

Brand awareness is a reminder and introduction to potential customers about a specific product brand (Sheikh & Asemani, 2024). Brand awareness across different types of brands depends on the level of attention a brand has achieved. According to Yanti & Sukotjo (2016), Brand Awareness levels include:

1. Top of Mind: Brands that are first recognized by potential customers.
2. Brand Recall: Recalling brands that have previously been heard of.
3. Brand Recognition: Brand recognition through product characteristics shown to consumers.
4. Unaware of Brand: The lowest level where consumers are not aware of the existence of the brand.

Promotion

The word promotion comes from English, which means to develop or improve. Promotion is used to introduce products to many people. In other words, promotion is attracting people's attention and informing the public about the product. (Raja Jurnal Bahasa et al., 2023)

According to Malik Reihan et al. (2023) Promotion plays an important role in introducing goods or services and encouraging target customers to try the products offered. This is also one way that influences the level of product sales. Promotion is two-way communication. In other words, from the person sending the message (marketer) to the person receiving the message (potential consumer). As times progress, promotions are increasingly carried out via social media platforms which are becoming a unique phenomenon in society.

Key Opinion Leader

Key Opinion Leader is an expert whose opinion is valued in a particular industry or information field and is noticed by the wider community, usually having an explicitly designated place in his or her field, known as a key opinion leader. In short, a KOL (Key Opinion Leader) can also be called an expert, expert, or specialist who is trusted by many people. Usually, they are trusted because of their insight and involvement in a particular field (Ilmi & Mahendri, 2023)

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According to Fachril (2023) Key Opinion Leaders are individuals with many followers on social media who are paid by brands or goods to promote their goods to the people they follow. They do this by providing products, or other benefits. The goal is to encourage followers to buy such items.

RESEARCH FRAMEWORK

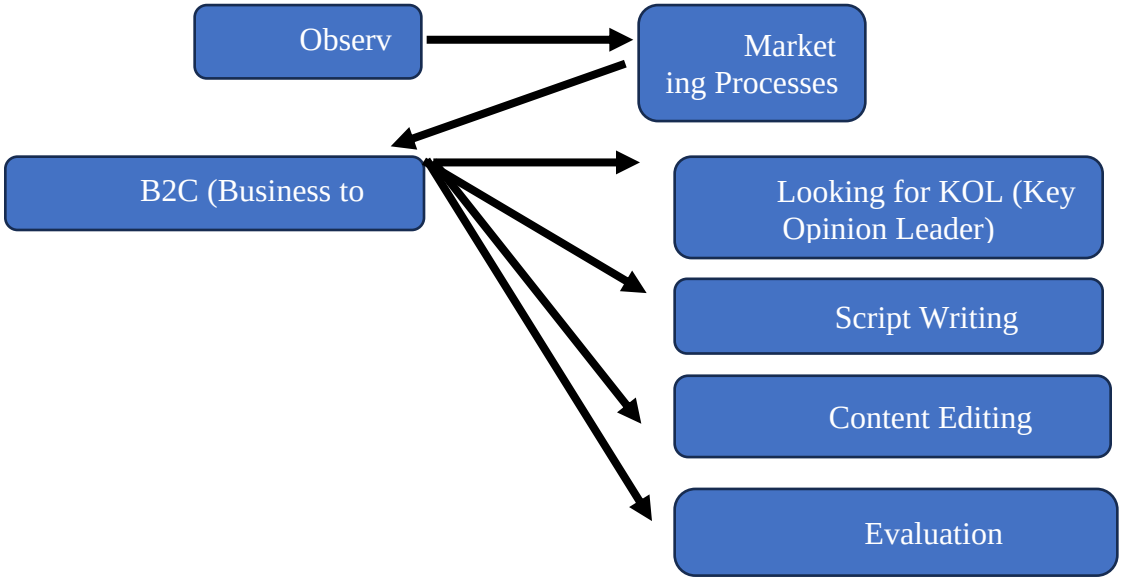


Figure 1. Research Framework

RESEARCH METHOD

The research was conducted at PT. Ayo Menebar Kebaikan for 4 months in the B2C (Business to Consumer) division, which is responsible for direct marketing to customers. The methodology used is a qualitative approach with descriptive methods, which aims to understand in depth the problems in the company. Data was collected through participant observation and interviews with supervisors, B2C division heads, and customers. Observation involves direct observation and involvement in company activities, while closed interviews are conducted with pre-planned questions. The analysis focused on the B2C marketing team to obtain information regarding digital marketing strategy and TikTok content at PT. Ayo Menebar Kebaikan.

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RESULT AND DISCUSSION

Result

Process of Implementing Marketing Strategy Through Interesting Content on Tiktok PT. Ayo Menebar Kebaikan

The stages for implementing a marketing strategy through content must be gradual. At a meeting held in the morning before starting work, the B2C content team dissected several interesting videos that were currently trending on the Tiktok platform. When conducting research on trending content, the team will also take steps to evaluate whether the content can attract potential customers to buy the product or not. Interesting content published on the Tiktok platform is considered to provide results in building product brand awareness. The hope is that all of this will maximize the interesting video content strategy that will be implemented. Things that must be done to implement a marketing strategy through TikTok content are:

Marketing Plan

PT. Ayo Menebar Kebaikan, design marketing activities to determine goals and target markets. The marketing planning process is carried out in the following stages:

a. Market Analysis: Market analysis helps companies understand customer trends and needs, so they can develop products according to these needs.
b. Market Segmentation: Focus on the 21-60 year age segmentation and the Indonesian region, considering that household products are marketed via social media.

Promotion Strategy

The aim of the promotion is to increase brand awareness and sales through TikTok. TikTok's advantage is its e-commerce integration with TikTokShop. After market analysis and segmentation, promotional content in the form of videos is uploaded on TikTok, with a focus on product use tutorials.

a. Content Plan: Create content with a Unique Selling Proposition (USP) and scripts that highlight product advantages. Content must follow trends on TikTok to attract attention.

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b. Calendar Content: Upload content every other day during prime time to organize and increase effectiveness. Observations show the importance of interaction with the audience.

Promotion Strategy Stages:

a) Audience Identification: Looking at market segmentation, focus on housewives/fathers in Indonesia.
b) Goal with KPI: Target views above 10,000 per content in 7 days to increase brand awareness.
c) Content Creation: Use TikTokShop features to make purchasing easier and adapt content to the TikTok algorithm. Content is created with a script and edited before uploading, although it needs to be more creative in storytelling to attract a larger audience.

Implementation of Creative Marketing Strategies PT. Ayo Menebar Kebaikan

Unique selling proposition (USP) of the product

Products owned by PT. Ayo Menebar Kebaikan is a clothing stain remover product called Porselux Stain Remover. Marketing strategy based on the Unique Selling Proportion (USP) of this product is the form of the product itself. Most stain cleaning products use liquid ingredients so this will cause waste. The unique thing about the Porselux Stain Remover also has more unique packaging than other competitors. The form of packaging is packaging made of tube-shaped plastic.



Figure 2. Unique Packaging of Porselux Instant Cleaner

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Use of Hashtags or Hashtags in any Content

The use of hashtags or hashtags in each content is expected to increase the number of viewers such as #It's that easy. The purpose of using the hashtag #As EasyAsIt is to explain to the audience that cleaning stubborn stains on clothes is not difficult. However, this method turned out to be not very effective in increasing the number of viewers because it did not reach a large audience.

Collaboration with Key Opinion Leaders (KOL)

In this process, collaboration was carried out because PT. Ayo Menebar kebaikan considers that a KOL can be listened to by his followers if the KOL promotes products from PT. Ayo Menebar Kebaikan, we hope to increase product sales. This stage has a long process starting from the process of searching for KOLs that are suitable for the product to be promoted. This is seen from how many followers the KOL has on TikTok and also what content segments the KOL usually uploads.

Promotional collaboration with KOL must consider the budget provided by the finance team to the sales & marketing team. After adjusting these things, KOL will promote products from PT. Ayo Menebar Kebaikan. The team will send the product to the KOL's address and then the team will coordinate regarding the KOL's time to upload the product promotional video. KOLs will be asked to provide a yellow cart link on the product.

Several KOLs who collaborate with PT. Ayo Menebar Kebaikan are Dhynae, Kikih Hikma, Mommy Fania, Iis Dhaffa, Emak Hebring, Debby Malinda, Brilian, Aulia Noor, and several other Content Creators. This content creator is a content creator who always creates content about household needs with more than 100,000 followers. So the hope is that he can increase product sales and also increase brand awareness of PT. Ayo Menebar Kebaikan.

Developing story telling on content

This strategy is carried out to improve the experience of interesting visuals for the audience to watch. Content will be developed through quality copywriters or scripts as the initial foundation for content creation. With this development, PT. Ayo Menebar Kebaikan will present interesting content.

Currently, rows of posts always appear with various types of content on Tiktok. PT. Ayo Menebar Kebaikan must pay attention to the audience's attention to the message conveyed in the video. Story telling allows the audience to get an impressive message by identifying the brand being displayed. Story telling allows PT. Ayo Menebar Kebaikan to

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convey a message that we want to convey humanely and in more depth. By evoking emotions such as joy or admiration for the product, PT. Ayo Menebar Kebaikan can motivate the audience to buy the product and get to know the product better.

DISCUSSION

Several strategies through Tiktok media have been implemented by PT. Ayo Menebar Kebaikan. This research examines whether PT. Ayo Menebar Kebaikan can increase brand awareness of its audience on the Tiktok platform. Every content applied by a company to the marketing media used will have certain effects and benefits related to success in terms of sales and income.

The brand awareness felt by the audience on Tiktok social media can make them interested in purchasing advertised goods and services. One approach to social media marketing that can be optimized by businesses and entrepreneurs is by increasing the effectiveness of interesting content presented on the media used by the company. In this case, PT Ayo Spreads Kindness uses Tiktok as the best social media platform to increase brand awareness. As stated by Mr. Hasan Mustofa as part of the Sales & Marketing team, Tiktok is an effective platform for product sales because it has its own e-commerce directly within it so that it can optimize brand awareness for the product.

Level measurements were carried out by PT. Ayo Menebar Kebaikan by looking at viewer statistics, number of likes, increase in followers on the account, and the number of positive comments on the content. During the research period, PT. Ayo Menebar Kebaikan, carry out data collection to get information about impressions from the audience on the Tiktok account.

CONCLUSION

PT. Ayo Menebar Kebaikan, start implementing a marketing strategy through TikTok with optimization steps such as a marketing plan, editorial plan, content plan and content calendar. In the marketing plan, the company carries out market analysis and segmentation and designs promotional strategies that focus on increasing brand awareness and behavioral segmentation. TikTok was chosen based on its target audience and social media. The strategies implemented include the use of a Unique Selling Proposition (USP), hashtags, and collaboration with Key Opinion Leaders (KOL).

Companies face several challenges such as lack of innovation in content creation and ineffective hashtag selection. Improvement efforts are made through product USP, collaboration with KOL, and the use of interesting storytelling. Evaluation results show

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this strategy is effective, increasing the number of viewers and brand awareness through TikTok content. Collaborations with KOLs help reach relevant audiences, and TikTok's e-commerce features make purchasing products easier. Companies need to be consistent and adapt strategies to stay relevant and keep up with trends.

RECOMMENDATION

Based on the conclusions and discussions that have been mentioned, the author provides several suggestions in the hope of further increasing brand awareness of PT products. Ayo Menebar Kebaikan as follows:

1) Pay more attention to story telling in each promotional video content so that the message conveyed can be better received by the audience.
2) Apply the results of more complex audience analysis to obtain sufficient data for deeper insights.
3) Collaborate with KOL (Key Opinion Leader) who is trending so that the product can be better known by Tiktok users.
4) Continue to monitor existing trends and follow developments in the world of social media so that the content created can be enjoyed by the audience.

By carrying out developments such as the aspects above, it is hoped that PT. Ayo Menebar Kebaikan can be more competitive with current market conditions which tend to choose to shop online and obtain a more optimal level of brand awareness.

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