ANALYSIS OF STRATEGY CONTENT MARKETING ON TIKTOK ACCOUNT (@arraniascarves)

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ABSTRACT

TikTok is a social media platform that focuses on creating and sharing short videos. TikTok allows users to create short videos that can be filled with various creative content. TikTok's main feature is an intelligent algorithm that adapts the content displayed on users' homepages based on their preferences and behavior. Marketing using video content on TikTok can be an effective strategy to reach a wider audience and engage actively on the platform. Marketing with video content on this platform can be an effective way to build brand awareness and engage with your target audience. The video content created by AraniaScarves consists of introducing the hijab and perfume product series in a fun way as well as creating video content that shows how to use the products. When promoting on social media such as TikTok, you need relevant and popular hashtags to increase searches, linking to relevant or similar content because using hashtags can increase the effectiveness of the general public in finding out about ArraniaScarves products. Hashtags used in promotional video content on ArraniaScarves #hijab, #hijabfashion, #scarves, #hijabvoalpremium, #hijabprinting, #hijabmotif, #hijabstory. ArraniaScarves promotional video content on TikTok has succeeded in attracting the attention of female users in the 18-24 year age range. TikTok users show high interest in videos uploaded with an attractive appearance and using good templates to promote products from ArraniaScarves. The dominant viewing time was around 1.7 seconds, indicating that brief flashes are very important in capturing the audience's attention. Demographic analysis shows that the majority of viewers come from Indonesia, with the majority from the city of Jakarta. This provides valuable insight for sellers to direct marketing strategies more specifically and relevantly towards the most responsive markets. Viewer and interaction data such as the number of likes shows the difference between each uploaded video content, so sellers can continuously optimize the performance of their promotional video content, identify ongoing trends, and even develop innovative ideas based on the response received. With the data analysis provided by TikTok, sellers can take appropriate steps to strengthen their marketing campaigns and increase the success of ArraniaScarves product promotions on this platform.

Keywords: **Marketing Strategy, TikTok, Video Content**

1. INTRODUCTION

The development of information technology in Indonesia is very rapid and fast because the existence of technology can make things easier for people to do things, this has resulted in information technology being widely used in government institutions or private companies and other agencies, the aim is to make it easier for these institutions to process, data, analyzing data that will produce data or information that is relevant, fast, clear and accurate (Yana Siregar and Nasution Irwan Padli, 2020).

Existence of information technology, many parties benefit and there are also parties who suffer losses because they do not follow technological developments. In the field of education, especially universities, which certainly really need adequate information technology to support the lecture process. Therefore, universities also provide a PKL program or an extension of Field Work Practice, which is one of the courses that must be taken by final semester students because PKL is one of the requirements to be able to take a thesis course, and the campus wants students to be able to know how The theoretical understanding that has been gained during campus learning is implemented directly in practical work.

Information technology, things are very easy to obtain nowadays because advances in information technology have become one of society's considerations in meeting their needs and can be felt in the economic world, especially in trade, so that with the synergy between trade and information technology, e-commerce is created (Dermawan , Saputra and Hutagalung, 2021). In the last five years Indonesia has experienced the slowest economic

growth and in the last four years e-commerce has grown very rapidly and increased by 500 percent (Kanedi, Sari and Oktavia, 2022). Apart from the increasing growth of e-commerce, in 2020 social media in Indonesia experienced rapid development until it became popular, namely the TikTok application.

The TikTok application is not a new social media in Indonesia, this application has been around since 2018, but was blocked by the Ministry of Communication and Information on the grounds that TikTok produces negative content that is bad for children (Oktavia, 2018).The TikTok application is a tool that provides unique and interesting special effects in an easy and short way to create short videos with good results. This short video application has a lot of music support so that users can perform their performances with dance, freestyle, and many others to encourage creativity in using it as a content creator (Susilowati, 2018b). This TikTok can also be created by business players who promote their products so that they can be better known by the public in a broad sense (Hasiholan, 2020).

Currently, the TikTok application is for entertainment by creating a video as desired by combining videos or photos with songs of your own choosing. However, apart from being used for this, the TikTok application can also be used for business, so that business players can take advantage of the popularity of the TikTok application which will be used as a promotional medium for the products they will sell that will be recognized by many people (Mulyani, Wibisono and Hikmah, 2022). This research was conducted to analyze the influence of promotional video content created for ArraniaScarves on customer purchasing interest and product branding.

2. LITERATURE REVIEW
2.1. Digital Marketing
Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers in a way that benefits the organization and its stakeholders. According to William J. Stanton, marketing is the overall system of business activities aimed at planning, determining prices, promoting and distribute goods and services that can satisfy the needs of existing and potential buyers (Tjiptono and Fandy, 2015). Marketing is important for companies because if there is no marketing then the products produced by the company will be useless because consumers will not buy them, and no one knows what the product was created. ArraniaScarves is a business that only uses digital media to market products and promote them. Therefore, the theoretical study taken is digital marketing. According to (Kotler, P., & Keller, 2016) in his book Marketing Management, digital marketing is "the use of information technology by organizations that connects consumers and other stakeholders with the aim of developing mutually beneficial relationships." Digital marketing is a general term for targeted, measurable and interactive marketing of goods or services using digital technology. The main goal of digital marketing is to promote brands, shape preferences, and increase sales traffic through several digital marketing techniques. Another term for digital marketing is online marketing or internet marketing. Digital marketing and marketing in general are almost the same, but the tools used are what differentiate (Andy Prasetyo Wati, Jefry Aulia Martha, 2020).

2.2. Marketing Strategy
Marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level and reference and allocation, especially as a company's response to the ever-changing environment and conditions of competitors. Therefore, determining a marketing strategy must be based on an analysis of the company's strengths and weaknesses from its environment (Syarifudin, 2021). Marketing strategy according to Kolter and Armstrong (2008), defines marketing strategy as marketing logic where business units hope to create value and gain profits from their relationships with consumers.

2.3. 4P Marketing Mix Strategy
Create a marketing strategy and fair competition in the field, a company must have a marketing strategy, one of which is a marketing mix which consists of 4 aspects, namely:1) Product (Product):
A product is everything that can be offered market to get attention, purchase, use or consumption that can satisfy wants or needs (Kotler, Philip, 2001). Product Levels according to Kotler & Armstrong, in planning products or what to offer to the market, marketers need to think through five product levels in planning market offerings. 2) Price (Price): Price is one of the most important things for consumers who will buy a product and help the company determine its target market and profits. Pricing is completely determined by the seller. This makes this marketing mix component a source of income and profit for sellers. The objectives of determining prices: a) Survive, b) Maximize profits, c) Maximize sales, d) Prestige and prestige, e) Rate of return on investment (ROI) (Supriyanto M and Taali M, 2018). 3) Place: Place is also important in marketing strategy because of the activities carried out by producers to distribute their products to consumers. According to Philip Kotler distribution is: "The various companies undertake to make the product accessible and available to target customers". Various activities carried out by companies to make their products easy to obtain and available to target consumers (Kotler, Philip, 2001). 4) Promotion (Promotion): Promotion is a two-way communication that contains information product between sellers and buyers which aims to change the attitudes and behavior of buyers, who previously did not know them, become familiar so they become buyers and still remember the product (Willian J. Stanton, 1996).

2.4. Tik Tok
TikTok is a video-based application that anyone can make with a duration of 15 seconds to 60 seconds. Even recently, Tiktok listened to its users' requests to make the duration longer. TikTok updated the duration so that

users can make videos up to 3 minutes (Utami, 2022). In 2020, the Tiktok application is the most popular social media application in Indonesia. The Tiktok application was finally blocked by the Ministry of Communication with the sign that Tiktok gave a bad stigma to young people. After being blocked for almost 2 years, Tiktok has become something new and popular with the public. People try the TikTok application to be more creative or provide information about something. Through the films, pictures and songs shown, this application facilitates information that can be conveyed and can explain the stimulation for those who see it, imitate it or spread it (Susilowati, 2018a).

This TikTok can also be created by business players who promote their products so that they can be better known by the public in a broad sense (Hasiholan, 2020). Utilizing a TikTok account as a promotional medium to attract customers on social media so that this will have an impact on increasing monthly income (Mulyani, Wibisono and Hikmah).

The marketing strategy carried out by sellers on TikTok can have a very significant impact on product sales and brand awareness because it can be seen from the large number of TikTok users in Indonesia. There are several marketing strategies that can be carried out on the TikTok platform to increase product sales, namely: a. Using hashtags, hashtag (#) is a sign that has the intention of making a subject, event, or even a product easy to find, such as #hijab, #hijabfashion, #scarves, #hijabvoalpremium, #hijabprinting, #hijabmotif, #hijabstory. b. Following current trends, marketing strategies using TikTok rely on videos that depict what is currently trending. To follow trends, sellers must be able to determine what kind of content fits the trend and the products they are marketing. c. Collaborating with influencers, this can be done by collaborating with influencers who are popular and have many followers to increase and attract the number of buyers and viewers of video content. d. By providing a clear description, TikTok users will be interested in a video. Apart from good content, there is also a description or product information that is clearly conveyed. Frequently post promotional content videos interspersed with paid advertisements to increase more people who will see or visit the product account (Oktavia, 2021).

2.5. TikTok Video Content

Promotional video content refers to audiovisual material created specifically to market or promote a product, service, brand, or event. The main goal of promotional video content is to attract the audience's attention, communicate a marketing message, and encourage a desired action, such as the purchase of a product or use of a service. With the development of digital and social media platforms, promotional video content has become one of the most effective marketing tools in reaching a wider range of consumers. Promotional video content can make a strong impression, making it an effective means of building relationships with consumers and increasing brand awareness. Content must be made as interesting as possible and include hashtags, sounds that are currently on the rise and trending to reach more consumers who see it. Promotions can also be placed on the content, and you must pay TikTok to promote the content as advertising on fyp (for your page) starting from Rp. 15,000 to as much as possible depending on business needs. Video content must be made as interesting as possible and include hashtags, sounds that are currently popular and trending to reach more consumers who view it. Promotions can also be placed on video content and you have to pay TikTok to promote video content as advertising on fyp (for your page) starting from Rp. 15,000 to as much as possible depending on business needs.

For each promotional video content created, there is also a yellow basket that can be accessed directly to the TikTok Shop to view the product. In the analysis available on each uploaded video content, performance metrics and audience metrics can be seen so that it can provide in-depth insight and evaluations can be carried out for ArraniaScarves to create future content, as follows:

a. Performance, is the performance of the account and the content created by the user. In performance there are various metrics including:1) Like, is a feature used to like video content which is created by pressing the heart button. 2) Comment, a feature that allows you to write comments on below the video. Other users can like comments written. This feature allows interaction between users in the form of comments and feedback on shared content.3) Total playback time, the amount of time needed to watch all video content created by users and tells how long the video content was watched by all users who viewed the video content. 4) Average viewing time, the amount of time users spend watching video content. 5) Watching videos in full, the amount of watching video content in full duration without stopping or speeding up the video. Watching videos in full on TikTok can help users follow video content provided by other users and follow the stories given in the videos. 6) New followers, namely new followers who watch video content 7) Video views (trend of video views since posting), graph of the number of times viewers watched the video in the date range displayed. Data displayed every hour and 8 hours after posting. 8) Retention rate, a graph of the percentage of seconds that watched a video content at a certain time which is calculated for 3 minutes beginning of video content. 9) Traffic sources, showing where viewers found posting video content. The main source of For You feeds, Following feeds, voice pages, profile pages, search pages, and direct messages.

b. Viewers are TikTok viewers and users who watch or watch uploaded video content. With metrics of total viewers, gender, age and location of users who watch video content. 1) Total viewers, the total number of viewers of video content. 2) Gender, the percentage of female, male and other viewers who watch promotional or product content videos on the TikTok application. 3) Age, the percentage of content video viewers with the age range 18-24 years, 25-34 years, 35-44 years, 45-54 years, and 55+ years. 4) Top locations, percentage of content video viewers from countries/regions and cities.

3. METHOD

The research method used is the action research method. Action research is included in the scope of applied research which combines knowledge, research, and action. Action research has similarities with research: participatory research, collaborative inquiry, emancipatory research, action learning, and contextual action research. In simple terms, action research is "learning by doing" which is applied in the context of someone's work (Mulyatiningsih, 2009). Researchers carry out This research carried out experimental actions uploading tiktok video kontent.

4. RESULT AND DISCUSSION

Business processes refer to a series of steps or activities carried out by an organization or company to achieve certain goals. Business processes can involve different parts of an organization and cover a variety of functions. The business process begins by identifying the goals or results to be achieved. This could be increasing efficiency, improving customer service, or achieving other business goals. Once goals are identified, the organization designs or details the steps necessary to achieve those goals. This involves determining workflows, responsibilities, and required resource. The business process is then implemented, involving the implementation of the steps that have been designed. This may include employee engagement, use of technology, or changes in operational policies. Performance Monitoring and Measurement. The organization continuously monitors and measures the performance of business processes to ensure that objectives are achieved. This involves monitoring performance metrics, data collection, and regular evaluation. If opportunities for improvement are found, the organization can carry out process optimization. This may involve improving efficiency, improving quality, or adapting to changing market needs. Business processes often require continuous iteration. Organizations need to be ready to adapt and update their processes according to changes in the business environment or changing goals. Documentation. During and after implementation, it is important to document business processes. This documentation can assist in employee training, understanding success or failure, and provide a basis for further improvement. Business processes can vary greatly depending on the type of industry, size of the organization, and business goals. Therefore, organizations often use a business process management framework to help plan, implement, and manage their processes more effectively.

In this activity we carry out several stages: 1) Create business processes using Bizagi, 2) Create a product portfolio using PowerPoint, 3) TikTok live streaming and branding on the TikTok application, 4) Create TikTok video content for product promotion, 5) Evaluate the results of live TikTok sales and video content, 6) Analyzing live TikTok and TikTok content.

4.1 Product Analysis

The content created by AraniaScarves consists of introducing the hijab and perfume product series in a fun way as well as creating video content that shows how to use the products. When promoting on social media such as TikTok, you need relevant and popular hashtags to increase searches, linking to relevant or similar content because using hashtags can increase the effectiveness of the general public in finding out about ArraniaScarves products. Hashtags used in promotional video content on ArraniaScarves #hijab, #hijabfashion, #scarves, #hijabvoalpremium, #hijabprinting, #hijabmotif, #hijabstory.

The content created for promotional videos is approximately 30 seconds because viewers will definitely be interested in the video in the first 3 seconds to show the quality of the product being used, attractive packaging and enter a yellow basket for consumers to immediately see the products and immediately place an order at ArraniaScarves .The obstacle experienced by ArraniaScarves in creating promotional video content is that there are still many who don't know about ArraniaScarves starting from the product. In terms of sales, ArraniaScarves has done everything from advertising on social media, live streaming which is carried out for product knowledge to users of the TikTok application. and other social media to promote. Because ArraniaScarves is an online shop, Muslim women don't know the materials and quality of ArraniaScarves products because ArraniaScarves has not opened branch stores in other areas and there is no reseller system. Analyzes the video content that has been uploaded to the ArraniaScarves TikTok account, how many viewers have seen promotional content from ArraniaScarves products and products created by the author, including business processes, product portfolios and promotional video content.

Competition in the fashion business industry is currently very tight, so digital marketing was chosen to increase sales and brand awareness of ArraniaScarves products. With the increasingly advanced development of technology and the internet, the business sector is also implementing it to attract many consumers to introduce their products. Digital marketing is mostly done through social media such as Instagram, Facebook, WhatsApp, TikTok which are also used on ArraniaScarves. The following is a list of ArraniaScarves product names along with original prices on the TikTok application:
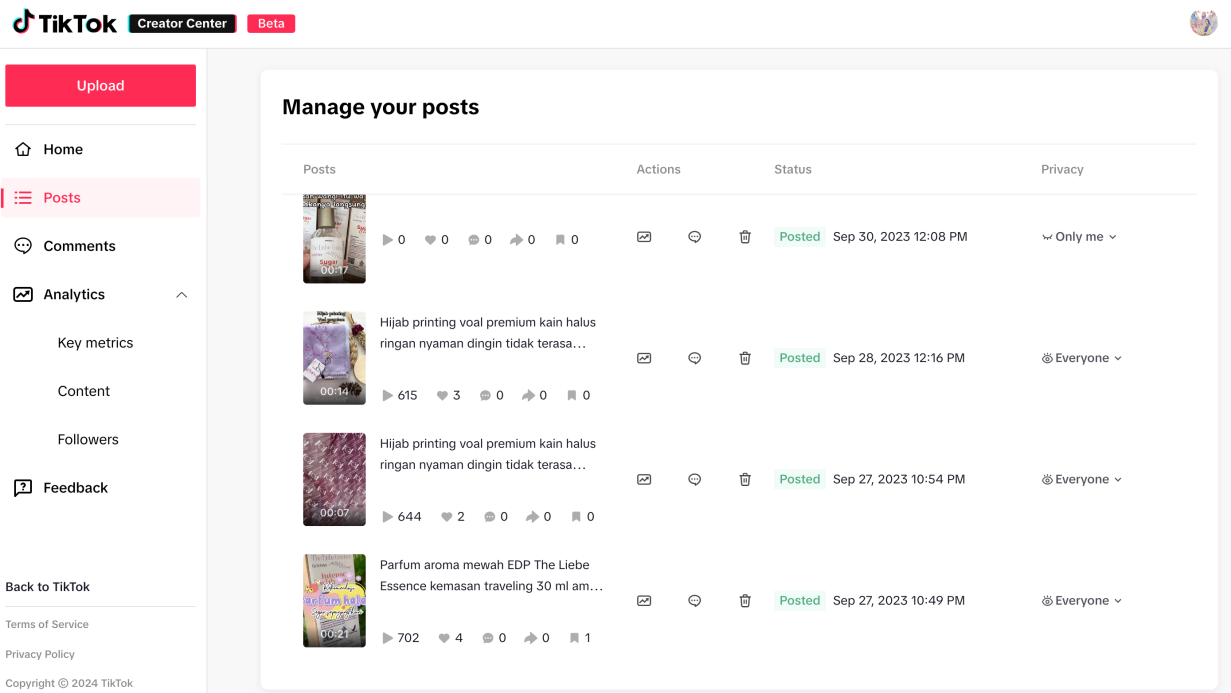
Fig 4.1 Product Portofolio Hijab Series

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No.	Nama Produk	Harga	
1.	Hijab Printing Series Archipelago Park	Rp	198.000
2.	Hijab Printing Series Monograme	Rp	198.000
3.	Hijab Printing Series Mono Pattern	Rp	198.000
4.	Hijab Series Amazing Colour	Rp	130.000
5.	Hijab Printing Series Elegant	Rp	198.000
6.	Hijab Printing Series Fantasy Tropical	Rp	198.000
7.	Hijab Printing Series Melodies	Rp	198.000
8.	Hijab Printing Series Sea Shell	Rp	198.000
9.	Hijab Printing Series Line Mono	Rp	198.000
10.	Hijab Printing Series Flower	Rp	198.000
11.	Hijab Printing Series Water Colour	Rp	198.000
12.	Hijab Printing Serial Morocoon Fleur	Rp	198.000
13.	Hijab Printing Serial Under The Sea	Rp	198.000
14.	Parfum The Liebe Essence Sugar Baby	Rp	125.000
15.	Parfum The Liebe Essence Intense With You	Rp	125.000
16.	Parfum The Liebe Essence Mild Temptation	Rp	125.000
17.	Parfum Halal Calico Leaf Perfumery Spray	Rp	150.000

Table 4.1 Product Price List

Fig 4.2 Product Portofolio Hijab Series

Fig 4.3 Product Portofolio Hijab Colour

Fig 4.4 Product Portofolio Hijab Colour

Creating a product portfolio serves to find out product knowledge and the 3 images above are taken from several products that are in great demand by consumers.

4.2. Business Process Analysis

The following is a description of the TikTok Shop business process above:

a. Buyers access the TikTok application, usually apart from entertainment videos, TikTok also contains promotional videos which are often via FYP (for your page) for each TikTok user, and can also directly search for the desired item in the search menu or when currently selling live.

b. Buyers choose products on TikTok, buyers choose several the desired product and add it to the tiktok basket in the store choice.

c. Fill in your complete identity and address, after selecting the product, buyers are asked to fill in their identity, which contains the destination address as well as a telephone number that can be contacted to reach your destination.

d. Carrying out a payment transaction, the buyer has finished selecting the item and feels confident that the product will be purchased, next checkout, and make payment, there are two choice is COD or transfer.

e. Confirm payment, TikTok will check the payment as well confirm payment and TikTok will provide notification to the online shop. The online shop will manage the process of packaging the goods and create proof of the order.

f. The goods have been sent, the goods have arrived in the hands of the buyer via a delivery service, which is sent according to the order and if the buyer chooses COD payment then there is a receipt for payment via the courier. After that, the buyer will provide an assessment of the goods and at the same time be able to assess the online shop's service and have the effect of attracting other consumers/buyers
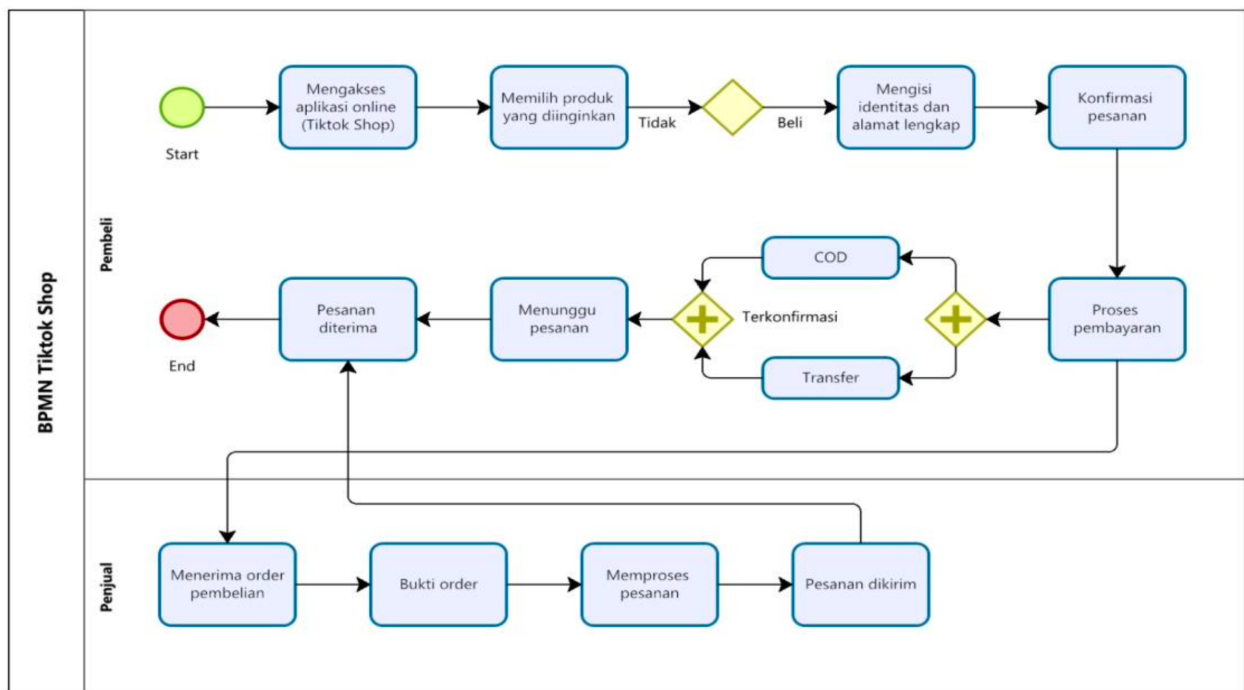

Fiq 4.5 TikTok Shop Business Process

4.3. Promotional Video Content analysis

The author took analysis of promotional video content on the ArraniaScarves TikTok application within a period of 1 month, namely in September with the data collection time on November 28 2023 as follows:

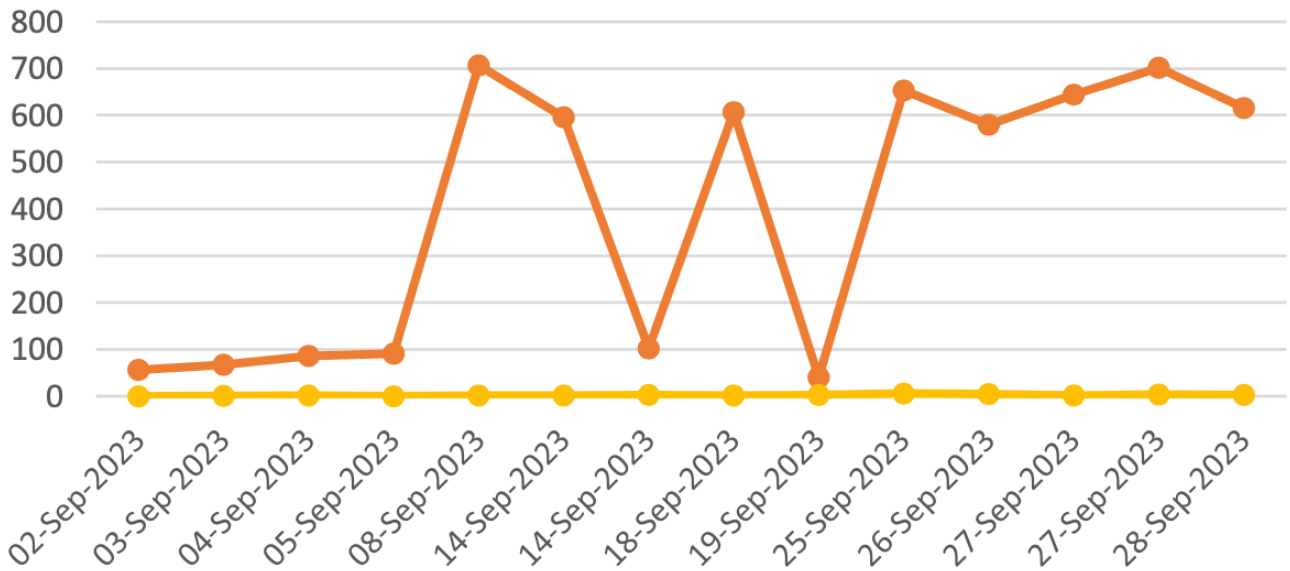Graph of Number of Viewers of ArraniaScarves Video Content:

Fig 4.6 Graph of Number of Viewers of ArraniaScarves Video Content

The number of viewers and likes obtained during a month of uploading promotional content videos from ArraniaScarves. During the month, ArraniaScarves promotional content videos uploaded experienced an increase in videos specifically for advertising. If you follow music trends and promotional content videos that have a good editing stage, the number of viewers will increase, which will enable ArraniaScarves to be known to all Indonesian people with hijabs made from premium materials, equivalent to hijabs that cost over IDR 500,000, only IDR. 200,000 only. Videos that exceed 100 viewers can see data such as how many people viewed the broadcast, gender, age, country and city which are presented as follows:
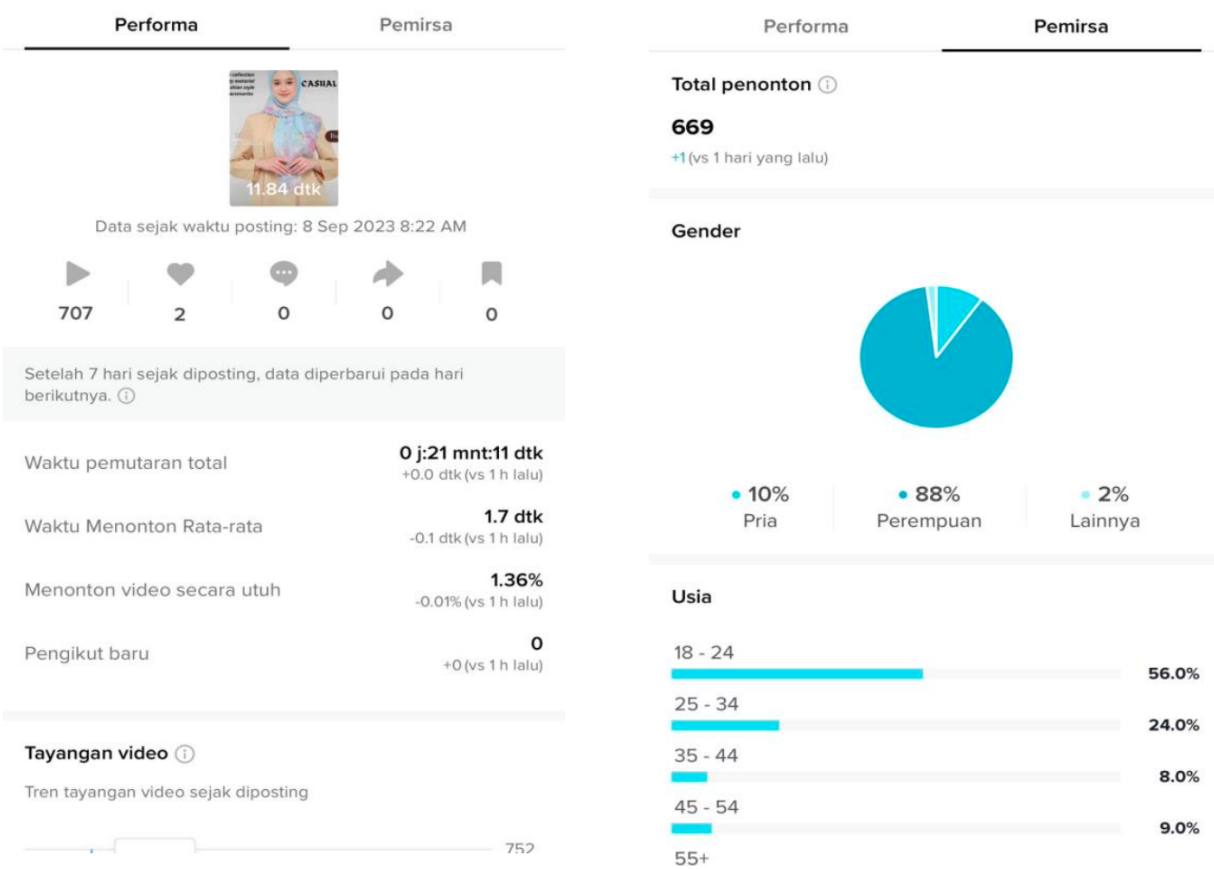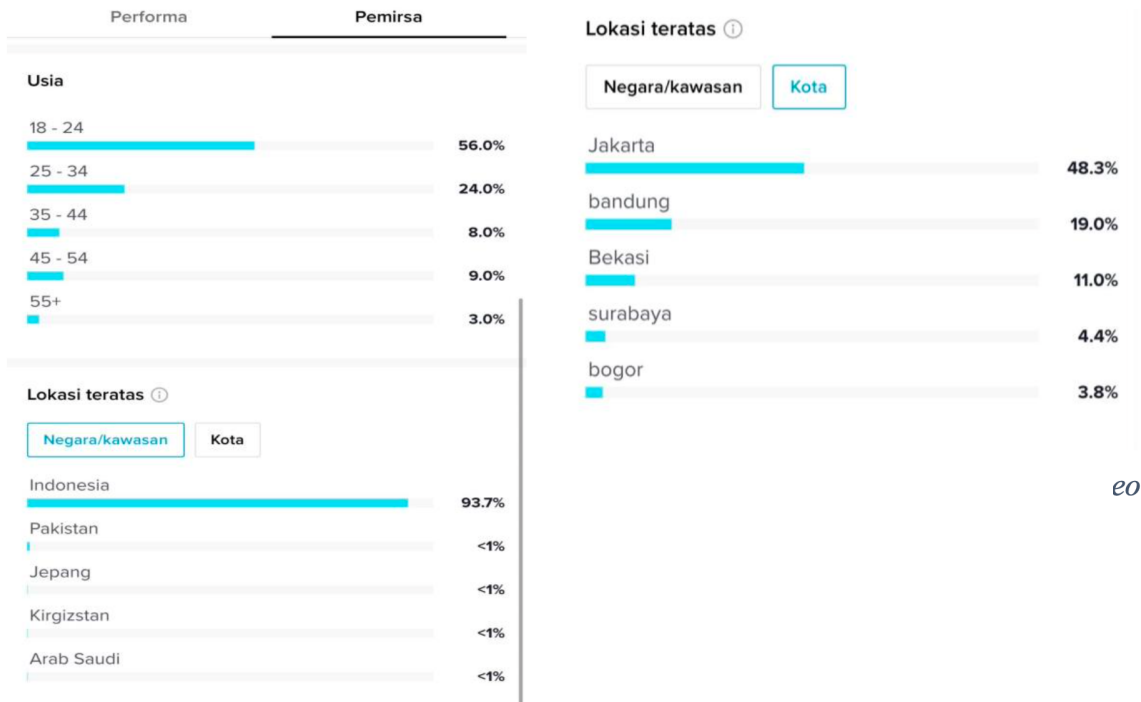

Fig 4.7 Video Content Data Result

Fig 4.8 Video Content Data Result

From the results of this analysis, it was concluded that most TikTok users who saw ArraniaScarves promotional video content were in videos that were uploaded in an interesting way and used good templates to promote products from ArraniaScarves. The highest viewing time is 1.7 seconds because this video content is specifically for women, so 88% of those watching this content are women in the age range 18 – 24 years. 93.7% of countries watching this content are from Indonesia with the city of Jakarta.The author takes data from the number of viewers and likes which can be taken from one by one. With the analytical data provided by TikTok, sellers can monitor, analyze, optimize performance and develop innovation ideas from the content that has been created.

5. CONCLUSION

Based on the results of discussions from Field Work Practices that the author has carried out at PT. Selecta Powerful Variety (ArraniaScarves) can be concluded:

ArraniaScarves promotional video content on TikTok has succeeded in attracting the attention of users, especially women in the 18–24-year age range. The digital marketing implemented by ArraniaScarves has also been good for improvement since ArraniaScarves' inception. TikTok users show high interest in videos uploaded with an attractive appearance and using good templates to promote products from ArraniaScarves. The dominant viewing time was around 1.7 seconds, indicating that brief flashes are very important in capturing the audience's attention.

Demographic analysis shows that most viewers come from Indonesia, with the majority from the city of Jakarta. This provides valuable insight for sellers to direct marketing strategies more specifically and relevantly towards the most responsive markets. Through monitoring audience and engagement data such as number of likes, sellers can continuously optimize the performance of their promotional video content, identify ongoing trends, and even develop innovative ideas based on the response received. With the data analysis provided by TikTok, sellers can take appropriate steps to strengthen their marketing campaigns and increase the success of ArraniaScarves product promotions on this platform.

ArraniaScarves must pay more attention to uploading consistent video content every day to increase the number of viewers, attract the interest of the public, especially Muslim women, to wear hijabs with various very beautiful and elegant motifs. Also consider collaborating with TikTok users who have large followings. This can increase the reach of video content and bring more attention to ArraniaScarves products.

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