

Case Study Analysis Of Marketing Communication Strategies On Tiktok Account @tenuedeattite

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ABSTRACT

TikTok is an application or social media platform that has a very rapid growth rate, currently TikTok users in Indonesia have reached 99.79 million accounts. With a large audience, TikTok is used by online businesses to introduce and market products or services to the target market, one example is the TikTok account @tenuedeattire. The large number of online business people offering their products or services on the TikTok application has triggered quite tight competition between online business people in offering their products to consumers. This research aims to analyze marketing communication strategies and what forms of marketing communication strategies are carried out by the TikTok account @tenuedeattire. This research uses qualitative methods by analyzing content to explain and understand messages or symbolic messages in various forms and also includes unstructured data. The results of this research are the marketing communication strategy carried out by the TikTok account @tenuedeattire, namely loading content using the features available in the TikTok application with the aim of building brand awareness, reaching a wider target market and increasing sales which ultimately results in generating profits at a certain level. In conclusion, the marketing communication strategy used by the TikTok account @tenuedeattire is to create interesting content and successfully achieve its goals. This research also produces an explanation of the marketing content concept AIDA (Awereness, Interest, Desire, Action).

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INTRODUCTION

The changes that occur in human life today cannot be separated from technological developments, especially the existence of the internet. The internet is a communication system that connects computers throughout the world so that they can communicate with each other and exchange information (Team Edukom, 2019). The presence of the internet in human life has had a big influence, one of which is in the field of communication. Respati said that the development of information and communication technology is always accompanied by changes in people's lifestyles. The presence of the internet and advances in information and communication technology such as social media. Social media is internet media that allows its users to interact, share information, communicate and explain so as to form virtual relationships with other users that allow humans to connect with each other. with each other more broadly and directly (Juditha, 2020)

The number of internet users is increasing all the time, the internet network is quite strong. Nowadays people can communicate and interact with each other without having to meet face to face, with the internet it makes it easier for people to communicate with each other without any boundaries of territory, space and time. The internet connects people from various countries without distinguishing between these people. The presence of various social media applications is

proof that information and communication technology is experiencing very rapid development (Dewi, 2023).

Tiktok is a social media application that is loved by many people. Based on information from Indonesian data, Indonesia is ranked second after the United States as the country with the most Tiktok application users with a total of 99.79 million people as of July 2023 (Monavia Ayu Rizart, 2023). Apart from communicating and connecting with each other, the internet and social media are also used for marketing communication strategies (digital marketing). Marketing communication strategy is a social process in which each individual and group tries to obtain what they need and want, by creating and offering or distributing, freely exchanging valuable products and services with other people or with people who have the goods they need and want. . (A. Miguns Astuti; Agni Rizkita, 2019).

TikTok is one of the social media used for digital marketing, usually TikTok is used for digital marketing such as brand awareness or trademark recognition, product promotion, style, fashion, places to eat or play and so on. The features on TikTok make it easier for users to carry out digital marketing. The phenomenon of using TikTok accounts, which is very common in Indonesia, is currently widely used by online business people to promote their products. Product promotion is a form of directly inviting the use of products or services offered by a company to stimulate purchases or increase the number of product purchases by consumers (Rival Victoria Putra et al., 2021). . In marketing communications, sales promotions and exhibitions have a very immediate role as an effort to influence consumer attitudes, namely buying an item. This assumption is taken from the attitudes and habits of someone who wants to buy a product, not planning it, but suddenly. In promoting products to consumers, a marketing communication strategy is needed to increase sales and introduce trademarks or promotional activities via a TikTok account. Hermawan (2012) in Sales Promotion or which means sales promotion is defined as marketing activities that provide added value to a product over a long period of time to increase sales.

One digital marketing strategy that is often used by online business people is the use of endorsement services. Endorsement is a form of collaboration between two parties, namely online business people or influencers. This collaboration usually benefits both parties (Hardilawati et al., 2019). Endorsements are a supporting or supporting element in carrying out digital marketing. Usage endorsement is a form of product or service promotion by informing followers about a product, the use of the product, the benefits of the product carried out by an influencer. Talaverna (2015) in (Abednego et al., n.d.) said that the message information conveyed by influencers is interesting to their followers, can be used as a reference and is supported by many opinions that many consumers follow influencers they like more. Endorsements are considered quite effective when doing online business in choosing influencers on social media and these people have followers who are representative of the goods being promoted.

TikTok is a social media that allows users to interact with each other in video content activities. Of the many online business people working in the fashion sector on Tiktok. The researcher chose the @tenuedeattire account as the research field and object to be studied. The selection of these accounts is based on their expertise in packaging video content into something interesting and liked by many people by copying other people's clothing styles based on the area where they live and that person's habits.

The creation of new trends from the @tenuedeattire account is done by creating appropriate and interesting content. These two things have had a positive influence on the TikTok account

@tenuedeattire, where the account has uploaded 924 videos until this research was conducted, with an average like on these videos of 5,000-800,000 and followers of 257.7 thousand. There are so many online business people offering fashion products. The Tiktok application has triggered intense competition among business people in offering their products to consumers. This makes the important role of marketing communication strategies needed to attract consumers. Marketing communication strategies are really needed by online business people to carry out large-scale promotions to attract consumers and online business people have to do extraordinary hard work to attract consumer attention and make consumers buy their products in order to increase sales figures.

In this research, researchers will discuss the extent to which the Integrated Marketing Communication process is implemented by the @tenuedeattire account on TikTok social media by applying the AIDA (Attention, Interest, Desire, Action) model. It is hoped that the results of this research will be able to show how marketing communication strategies carried out on TikTok can be implemented has an effect on brand awareness and wider market outreach in order to increase sales figures.

METHOD

The research approach used in this research is qualitative. The use of a qualitative approach is because this research analyzes the available data mostly from documented materials (videos, images and archives) This research uses qualitative methods to explain and understand messages or symbolic messages in various forms and also includes unstructured data and this study did not test the relationship between variables. According to Creswell, a qualitative research approach means a process of exploring and understanding the meaning of individual and group behavior, which describes social problems or humanitarian problems. The qualitative research approach uses data collection which is then analyzed and interpreted. The goal of qualitative research is to correct and analyze participants' overall verbal actions in order to develop comprehensive and complex thinking. (Sugiyono, 2020) stated that the qualitative research approach is an approach based on the philosophy of trying to conduct research in a scientific or experimental atmosphere and the researcher as the instrument, collecting qualitative data and analytical procedures and analyzing qualitative data. From various existing social behaviors and attitudes, as well as the views of each individual or group, qualitative research methods attempt to explore an event and the target of investigation.

The method used in this research is a case study, a case study is a research method that focuses on proper observation and analysis of a case until it is resolved. This case can occur in individuals or groups, so it is necessary to carry out further analysis of various related factors, so that accurate data can be obtained. (Dewi Nur'aini, 2020). According to Bogdan and Biklen (1982) in (Sugiyono, 2020) a case study is a comprehensive examination of a particular subject or event. The case study method is a situation where researchers conduct an in-depth study of an event, process and program with one or more people. A matter related to time and activities, so researchers carry out a comprehensive data collection process and carry it out over a continuous period of time. What is clear is that the researcher conducted research on a phenomenon related to marketing communication strategies with the subject of the TikTok account @tenuedeattire.

The data collection technique used in this research is content analysis. Liamputtong (2005) in (Rozali, 2022) said that content analysis is a combination of qualitative and quantitative

approaches, a mixture of positivism and interpretative paradigms. Content analysis begins by using data in the form of text, creating a hypothesis according to the analysis of the researcher's thinking, then continues with coding and ends with interpretation in the form of a description or explanation. Laswell was a pioneer of data retrieval or symbol coding techniques, namely the activity of writing symbols for a message or information in sequence which will later be interpreted. In this research which discusses marketing communication strategies, content analysis carried out on the TikTok account @tenuedeattire includes audience analysis, content creation, content promotion, audience interaction and performance measurement. The analysis criteria used are how many TikTok accounts @tenuedeattire can get likes and comments, and how often the account interacts to achieve the goal. The use of data collection techniques is obtained through assumptions, beliefs and beliefs or subjective attitudes of researchers which enable this research to have the potential for bias. The element used to show validity and reliability in this research is the credibility element. To obtain a level of credibility, researchers carry out in-depth observations or analysis of the content on the TikTok account @tenuedeattire so that researchers can understand as best as possible the marketing communication strategies used by the TikTok account @tenuedeattire.

RESULTS AND DISCUSSION

The application of the AIDA model (Attention, Interest, Desire, Action) is closely related to brand awareness. The AIDA model is one of the response stages that is often used as a guide by online business people in conducting online marketing. The AIDA model explains that purchasing decisions include psychological tactics aimed at consumers. The AIDA model mechanism begins with the stage of paying attention to a product, continues with the stage of interest in the product, then continues with a strong desire to buy the product and the final stage is the act of buying the product. The AIDA model was not formed purely because of the relationship between companies providing products or services and their consumers, but because of the increasingly widespread use of social media. Entrepreneurs utilize technological developments as a means of achieving AIDA goals through information from consumers (Nia Kania Kurniawati et al., 2022)

Kotler and Keller (2015) in (Ismail, 2021) say that AIDA theory is information that must receive attention, relate to interests and take action. The AIDA concept is a marketing tool that can attract consumers, encourage desire, arouse interest and generate action. According to Keller (2007) AIDA consists of:

1. Attention attention). In marketing products and services, a company must create advertisements that attract its target market, including viewers, readers and listeners
2. Interest. After attracting attention, companies offering products or services must think about the interests and desires of their target market so that they feel curious about the goods being offered. For this reason, the target market needs to stimulate interest by using words that invite other people to know more.
3. Want. If the target is interested or interested in the products and services offered, then the company has succeeded in attracting the target market, then the target's desire to buy, own, enjoy, use or do something must be built with certain sentences.
4. Action. At this stage the company offering its goods or services must be able to persuade its target market. At this stage a command sentence is needed so that the target market does not feel doubtful and think too long in making a decision to use the product or service.

In this research, there are several factors that are indicators in building a trade image on social media, namely likes, followers, hashtags and viewers. This was also accompanied by an increase in sales. Where the TikTok account @tenuedeattire has won many likes, followers and viewers. Until this research journal was compiled, the @tenuedeattire account had 257.7 thousand followers, 26.1 million likes and 11.9 million viewers. Through content analysis, researchers will explain the purpose of each @tenuedeattire content video in forming and building a brand image. Another thing that can be explained by the AIDA model is the extent to which online business people in this context the @tenuedeattire account can meet the abilities and preferences of the target market.

With the AIDA model (Attention, Interest, Desire, Action) researchers will provide an explanation of the four parts of the model related to content created by the TikTok account @tenuedeattire. The explanation is as follows:

Attention attention)

Schramm in (Pt et al., 2018) states that attention or attention is a person's determination in looking for and assessing something. Every product or service offered by business people will always try to attract the attention of consumers or target markets in various ways. Communication strategies are carried out to foster a sense of importance in consumers that they need and want the product.

In this case, the TikTok account @tenuedeattire attracts attention by consistently uploading video content via the TikTok application. This account consistently uploads video content 4-5 times a day, this has proven to be able to attract the attention of consumers or its target market.

The initial stage in building a trademark using the AIDA model is Attention. At the Attention stage or building awareness on the @tenuedeattire account, the account packs quite interesting content with followers reaching 257.7 thousand and an average of millions of viewers. The video content contains cosplay (costume play) or imitating other people's clothing styles based on where the person comes from. or clothing habits. The @tenuedeattire account does cosplay according to followers' requests so that many other TikTok users also comment on @tenuedeattire's video content. The following is an example of content created by the @tenuedeattire account which contains cosplay videos based on requests from followers and the habits of the people they imitate.



Figure 1. The content imitates a person's clothing style and fits their habits.

Source: TikTok account @tenuedeattire

Interest

Interest, which means fascination, is defined as a long-term view of curiosity about an item or object that shows interest in someone. The marketing communication strategy program carried

out is one of the techniques that is considered the most efficient in attracting the attention of the public, especially the target market.

After carrying out the attention stage, the next stage increases, namely interest. Interest is the most important stage in creating video content, because the content must be packaged in an attractive way and can be a reference for followers. The TikTok account @tenuedeattire also applies the way of dressing in the style of South Jakarta children who are known to be fashionable and branded. Apart from that, this account also uses talents who can do Kpop and pandi dances to imitate someone. The following is an example of content created by the TikTok account @tenuedeattire which contains Kpop dance videos and South Jakarta children's clothing styles.

Want

Desire or which means desire is a determination that arises within a person regarding something that attracts the attention of the target market. In this case, the TikTok account @tenuedeattire builds passion in each of its target markets by displaying fashion and the fashion represents the content created.

The next stage is desire or desire. The desire in communication strategy activities is carried out by building emotional ties with the target market. Once the target has a feeling of interest or interest, then he will rise to the desire stage. At this stage, to determine whether the target market will move to the action stage, the video content creator must be able to change and influence the target market's thinking from interest to need for the product.

In this case, it is important to show what the advantages of the product are. One of the advantages of the @tenuedeattire account is that it always creates content based on requests from followers. The following is an example of content created by @tenuedeattire based on follower requests.



Figure 2. Video content is created based on follower requests

Source: TikTok account @tenuedeattire

Action

Action, which means actions or actions that have the aim of a communication strategy that can realize the beliefs and interests that have been built by potential consumers or the target market. Analysis has been carried out on the TikTok account @tenuedeattire and there are opinions from consumers that the products offered are indeed good and worth buying.

The final stage or peak stage of the AIDA model is action. After going through the interest stage, the target market will make a decision to take action, in this case the target market can carry

out buying and selling interactions via e-commerce or the website provided by the company. Companies must facilitate consumers well, because no buying and selling activities are carried out on the basis of initiative. At this stage, the TikTok account @tenuedeattire uses the comments column as a forum for questions and answers for potential target markets and makes purchases via e-commerce and the website available in the bio of the TikTok and Instagram accounts @tenuedeattire. The following is an example of a comments column that can be used to ask questions.



Figure 3. The comments column is used as a question and answer forum

Source: TikTok account @tenuedeattire

CONCLUSION

Tenue de Attire in implementing a communication strategy using social media TikTok by creating video content by imitating someone's clothing style based on the region and habits of the person being imitated. To attract consumers, Tenue de Attire creates video-based content that asks for followers and something that is trending. In this way, Tenue de Attire is considered successful in introducing brand awareness and expanding market reach with 257.7 thousand followers. From this data, researchers can conclude that the TikTok account @tenuedeattire applies the AIDA model concept to every video content it creates. This can be seen from the effectiveness of each AIDA model process. attention process which is the process of how to attract the attention of potential consumers by presenting content that is interesting and different from the others, the interest process which attracts the interest of potential consumers by using the product in creating content so that it shows the advantages of the product indirectly, the process of desire or growing desire because of the content which is made to imitate someone else's style, and creates a feeling of desire to have the same style and finally is the action process where the communication strategy has been successfully carried out when consumers take action to purchase the product. creating video content based on the desires of potential consumers is considered effective, so that content viewers are enthusiastic about the video and provide feedback in the form of likes or comments, for long-term success. Video content created by the @tenuedeattire account is expected to include product names and shopping links used in the future. by talent, making it easier for consumers to search for and buy products contained in video content, as well as creating new themed content by following current trends, this is done to maintain audience interest and get attention in the long term.

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