



# The role of Tiktok as content marketing to maintain brand engagement

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## ABSTRACT

In the digital era, social media platforms such as TikTok have become increasingly important in company marketing strategies. This research will focus attention on the use of TikTok as a tool to build and maintain customer engagement or brand engagement. The Originote, a local skincare brand from Indonesia which was founded in 2018, has felt the impact of the rapid development of technology and social media. One of the Originote products has not previously received much attention from the public and has had big challenges in building brand awareness. So this research was conducted with the main aim of investigating the role of social media on TikTok as an effective content marketing tool for maintaining brand engagement levels, especially for flagship products from The Originote. The research used descriptive qualitative methods for seven months from January 2023-July 2023, focusing on social media TikTok @theoriginote. Data was collected through content analysis and triangulation from different sources, including written notes, literature, journals, articles and the internet related to research. The research results show that Tiktok's role in marketing activities through video content to maintain brand engagement has a great influence on sales traffic. The brand engagement carried out by The Originote regarding the Hyalucera Moisturizer product received a positive response from followers of the Tiktok application, comments column, testimonials through video content, sharing video content of the Hyalucera Moisturizer product and reviews that can help convince consumers to buy this product.

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## 1. Introduction

Technological developments are currently growing very rapidly in the era of globalization (Pembayun & Yuwono, 2023). The internet network supports technological advances, especially social media, which has changed the communications and marketing landscape (Jensen, 2013). When the COVID-19 pandemic hit, internet use skyrocketed, reaching 215 million people in 2023, or around 78.19% of the population (APJII, 2023). The internet has become a basic need for society which functions for various aspects of daily life such as education, marketing, culture and health (Ahmed et al., 2010). Technological advances make interaction easier and provide opportunities in



marketing, especially through digital marketing. Chaffery (2002) Digital marketing, with the support of online channels or e-marketing, has become an important tool in conveying marketing information to consumers (Andi, 2022). Digital content-based marketing strategies are increasingly developing, enabling product promotion to customers via social media (Pelsmacker et al., 2018).

One of the social media used to develop the business world is Tiktok. TikTok is a new marketing strategy used to carry out promotional activities for goods or services (Puspitasari, 2021). The Tiktok application is often used as a digital marketing medium because it has various contemporary features (Darusman & Sumaryanti, 2022). The products marketed include skincare, make-up, tourist attractions, fashion, and so on.

According to we are social data, there are 1.09 billion Tiktok users in the world in April 2023. The majority of TikTok users come from Gen Z and Millennials. According to DataIndonesia.id (2023), Indonesia is in second place in terms of TikTok usage with 113 million. In general, social media is used as a means of communication and dissemination of information. Setiadi (2014) Social media is a communication technology medium using the internet that can be used to interact with other people and can form virtual social bonds.

Tiktok is one of the social media choices for carrying out promotional activities. Starting from 2020-2022, this platform has become a trend in Indonesia and managed to rank 7th with the highest number of downloads compared to other platforms (Adawiyah, 2020). The number of active users in 2022 will reach 1.4 billion. It will be recorded that in 2023 there will be 113 million users on this application (katadata.co.id). The Tiktok application is widely used by the millennial generation and generation z. The features offered are suitable for use by this generation. Varied content can give rise to creativity for users in the form of making videos (APJII, 2023).

Communication used via social media has a great opportunity to attract the attention of target consumers (Carr & Hayes, 2015) The fact that happens in the field is that many companies and institutions also use digital media as a means of communication with consumers (Fissi et al., 2022). Every company or institution maintains target engagement with consumers. This is used so that the company cannot be displaced by new or old companies. Even though the incumbent's brand loyalty remains strong through conventional marketing communications strategies, the incumbent's position will still be threatened in the disruptive era (Kasali, 2017). Therefore, the incumbent of a company must have innovation so that the products offered to consumers continue to be consumed by existing consumers.

There are two very important communication elements in marketing communications, namely messages and content (Cangara, 2017). Marketing content delivered via social media is often referred to as content marketing. Content marketing offers content on digital media that is relevant

to the target market. The content presented must be in accordance with the needs of the target market. This phenomenon takes the form of "*media rent to media own*" (Husain et al., 2016). According to Kotler et al., (2017) Content marketing is a marketing approach that involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful for a clear audience, with the aim of creating conversation through the content displayed. Puspitasari (2021) definition of content marketing as a marketing strategy by creating content with the aim of providing persuasive information to targets (consumers). Digital content marketing, communications and transactions can be done at any time (real time).

In previous research entitled "Managing Marketing Content on Taman Pintar Yogyakarta Social Media to Maintain Customer Engagement during the Covid-19 Pandemic" analyzed the social media channels used by Taman Pintar Yogyakarta to maintain customer engagement during the COVID-19 pandemic and analyze their marketing content management on these social media platforms. The research results show that Taman Pintar uses various social media channels, such as Instagram, Facebook, Twitter, and TikTok, to maintain customer engagement. Marketing content management is adapted to the type of social media which focuses on sharing, optimizing, managing and interacting. However, customer engagement levels vary (Ulinikmah, 2021).

Digital media content that will be distributed to the audience must be packaged attractively and well, and the message designed must be structured to get the desired effect. (Karampela et al., 2020) To build content marketing, the requirements must be useful (usability) and easy to access (accessibility). The messages conveyed through content must be in various formats, can be consumed visually, textually, interactively (Deiss & Henneberry, 2020). Digital media cannot be separated from marketing content, because consumers have a high potential to consume goods, services or products.

The closeness that the audience creates towards an item, product or service is none other than through content marketing in order to achieve the goals in marketing communications activities. Content marketing can be distributed via social media, blogs, websites, and other features found on smartphones or tablets (Raman & Aashish, 2021). Media selection is done so that it can reach the intended target market through the message conveyed.

The Originote product is a product from China which is marketed in Indonesia. Founded in 2018, but at that time it did not have many fans and was not yet known by the wider community. Through social media, The Originote utilizes advanced technology. In 2022, one of The Originote's products will be successfully recognized by the wider public, namely Hyalucera Moisturizer. In the video content on the Tiktok account @theoriginote, hyalucera moisturizer is believed to be able to moisturize facial skin, improve the skin barrier, and relieve acne or acne.

Hyalucera moisturizer the Originote, one of the cosmetics or skincare products, has succeeded in making up for the sales losses in e-commerce (Charlesworth, 2020). Since 2022, for 30 consecutive days, it has been the best selling moisturizer, best selling skincare, and most recently the best selling product on Tiktok (Rimadias et al., 2021). Able to record brilliant transactions, The Originote succeeded in winning the 2023 Brand Choice Award. This product, which is often called a cheap version of Skintific skincare originating from Canada, succeeded in attracting consumers by using a marketing strategy through video content using interesting and easy-to-understand message content.

The Tiktok account @theoriginote has 1.5 million followers, the number of likes on video content continues to increase, and the number of viewers on video content reaches thousands or even millions. Published content is proven to be able to influence the audience to have and search for information about Hyalucera moisturizer products. Purchases of these products are proven to always increase all the time. Even The Originote's hyalucera moisturizer always experiences pre-orders. Sales increased due to continuous promotions assisted by consumer friends, influencers and content creators. They market Hyalucera moisturizer through video content uploaded to the Tiktok application by showing the advantages of the moisturizer to the audience or Tiktok users.

Consumer interest in the content presented is proven through the number of likes, number of viewers, number of purchases and number of shares on the video. Engagement really has a big influence in the business world. The Originote must continue to maintain brand engagement so that Hyalucera moisturizer remains superior in sales to other brands. Promotions used through digital media are always encouraged. The engagement built by The Originote for one of its products was successfully noticed by the public through uploaded content. Thus, this research aims to determine how role of TikTok as an effective content marketing tool to maintain the level of brand engagement on the Hyalucera Moisturizer The Originote product through the use of video uploads on this platform.

## **2. Method**

The research method applied in this research is a descriptive qualitative approach. Qualitative research is used for types of research that understand social events or phenomena and participant perspectives (Markham & Baym, 2009). The research was conducted over a period of seven months, starting from 7 month January 2023 to July 2023. The research subject was social media Tiktok from the brand The Originote with the account name @theoriginote. The method used in collecting research data is content analysis. Observations carried out in content analysis are in the form of delivering a video content by observing, listening and reading the messages conveyed by the owners of the content. Content analysis aims to provide an understanding of factors such as

attitudes, behavior, values, emotions and opinions expressed by communicators (Creswell & Creswell, 2018).

This analysis can produce insights that business owners can use to develop communication strategies. In this research, researchers understand symbolic messages in the form of articles and literary works (Degeneffe et al., 2009). In addition, this research uses triangulation techniques for data validation. Triangulation is checking the validity of data with sources by comparing and checking the level of confidence of information obtained through different times and tools in qualitative research (Moleong, 2012). Triangulation is used in this research to obtain the validity of knowledge regarding the information sought from research subjects. The data source used in this research is through written notes. In addition, researchers used secondary data sources (Duc et al., 2022). Data that has been collected by researchers to solve a problem being faced. In this research, the sources of secondary data are literature, journals, articles and the internet which are related to the research being carried out.

### **3. Theoretical Framework**

#### **New Media**

The theory developed by Pierre Levy posits that new media discusses the evolution of media from conventional to the digital era. As a product of communication technology advancements, new media has ushered humanity into a new age (Rakhmat, 2007). Initially, media was something controlled by its owners, namely those with vested interests. However, with the advent of internet technology, new media enables individuals to have their own accounts and create their own content (Nia & Loisa, 2019).

New Media refers to online media platforms that are technology-dependent, characterized by flexibility, and offer interactive experiences. These media operate both publicly and privately through the internet (Mondry, 2008). The concept of New Media, also known as online media, can be elucidated as the outcome of communication processes utilizing technology, frequently associated with digital computers (Creeber & Martin, 2009).

#### **Social Media**

In 2020, Indonesia experienced significant growth in the media sector, leading to the resurgence of popularity for several media platforms. One notable example of this resurgence is the renewed popularity of TikTok, a form of media that has regained attention due to technological advancements (Hasiholan et al., 2020). TikTok is a social media platform that features short videos lasting 15-60 seconds, enhanced with music, filters, and various other creative features. TikTok is also considered an internet-based communication medium as the application provides features such as direct messaging, live streaming, and duet collaboration (Ferniansyah et al., 2021).

Obtaining this application is quite easy; users simply need to visit the Play Store or App Store on their smartphones (Adawiyah, 2020).

### **Content Marketing**

Content marketing is a promotional strategy involving the creation and dissemination of commercial content to provide information to consumers through various channels such as websites, social media, blogs, videos, and podcasts. According to Pektas and Hassan (2020), content as part of a marketing strategy through websites, social media, blogs, videos, and podcasts plays a crucial role in communicating the company's values. Content marketing is a marketing strategy where the process involves planning, distributing, and creating content that can attract a targeted audience, subsequently encouraging them to become customers (Febridianti & Pribadi, 2023).

Puro (2013) explains that content marketing is a promotional technique that focuses on creating and distributing content containing information about products and brands to consumers. Miliopoulou (2019) argues that content marketing involves creating quality content on various platforms to build relationships with consumers. Content marketing can be interpreted as a commercial activity that produces quality content targeted at consumers, with the aim of helping them understand the intended message and purpose (Wilson, 2019). Described as a marketing technique, content marketing is explained as an effort to create and share content to attract the target market and encourage them to become consumers (Za et al., 2021).

The content creation process in content marketing is aimed at fostering engagement. According to Hollebeek & Macky (2019), brand engagement is the process of forming a relationship between customers and a brand emotionally and rationally. Forms of engagement can include following an account, liking, commenting, and sharing content with others. Through content created by content marketing, the goal is to build interaction and create meaning.

## **4. Result and Discussion**

### **The Role of TikTok in Content Marketing**

TikTok has an important role in content marketing. According to Neil Patel in Miao (2021), content marketing is an activity used to build relationships with customers for a long period of time. According to Kotler (2017) Content marketing is a marketing approach that involves creating, distributing, and also strengthening content into content that is interesting, relevant, and useful for a specific group.

This is done so that it can create discussion about the content displayed. The principle of content marketing is to offer content in print and digital media according to the target market. Content marketing can be concluded as marketing activities by presenting content to carry out branding or marketing a product (Mustak et al., 2021).



### **Content Marketing Strategy in Marketing Products**

Each company has its own content marketing strategy by planning content that suits the purpose of attracting consumers to what they are targeting. The attraction in content marketing can be seen through the concept that has been built. Content marketing has a very powerful influence on branding and marketing a product (Febridianti & Pribadi, 2023). The majority of entrepreneurs today have social media which they use to compete in marketing their products through social media.

The main aim of conducting content marketing via TikTok regarding the products being marketed is to build brand awareness and build good relationships between the company and customers. According to Setiawan and Savitry (2016) explained that in general the purpose of content marketing is used for two things, namely sales and brand-related purposes.

Through observations from researchers, this is done to increase brand awareness, brand association, strengthen brand loyalty, and create advocacy among consumers. Apart from that, content that is consistently owned and published can increase sales traffic and become a consideration for consumers to own the product (Tassel & Poe-Howfield, 2010).

### **Digital Content Marketing Strategy The Originote**

The Originote has a digital content marketing strategy through marketing communications and digital marketing. The originote carries out online communication activities on social media Tiktok. The emergence of The Originote products in the world of facial care (skincare) has become a target for skincare users. This product, which was founded in 2018, has one phenomenal skincare product, namely Hyalucera Moisturizer.

Hyalucera Moisturizer is a moisturizer from The Originote product that can be used by all types of facial skin, the main focus is to improve the skin barrier. It has a liquid texture, is light and is easily absorbed when applied to facial skin, making it attractive to have this product for various kinds of facial skin problems. Apart from that, it offers the best prices on moisturizer sales (Zhang & Yu, 2024).

Marketing communications carried out by The Originote lead to the dissemination of information through video content and branding from The Originote. Marketing communications are not only used in conventional ways, but also by applying them to content marketing. Prasetyo stated that marketing communication is one of the activities carried out by organizations to influence, persuade and remind stakeholders directly or indirectly about the products, goods and services made by the organization or company (Prasetyo et al., 2018).

Marketing communications can be an interaction with the public. Interaction can be done through direct message, comments and product reviews via video content on the Tiktok platform.

Apart from that, Tiktok has several advantages for marketing its products in marketing activities, including: a) Information about products and services is transparent, b) It is easy to get products, c) Ease of updating products for customers, d) Ease of comparing other products, e) Cheaper prices.

### **The Role of TikTok in Promotion and Engagement**

TikTok has an important role in content marketing. It has various contemporary features that can be utilized by all TikTok users, one of which is in the form of promotions. Promotional activities carried out through TikTok include advertising, direct marketing, sales promotions, personal marketing, video content and public relations (Rangkuti, 2009). Promotional activities carried out include 3 dimensions, namely: 1) *Content* The content displayed uses grammar that is easy to understand and follows trends. Attractive copywriting so that potential consumers can be intrigued by the existence of Hyalucera moisturizer.

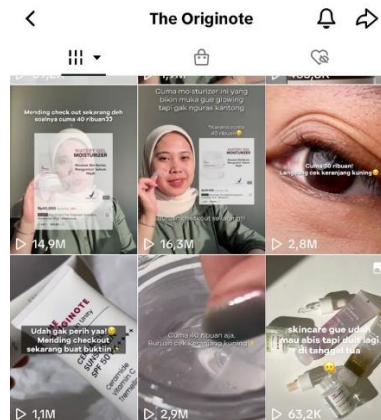
The visual appearance of the Hyalucera Moisturizer content is brighter and the audio that is installed also follows the trend so that it can appear on the FYP (for your page) screen. 2) *Engagement* Form of interaction between consumers and brands from The Originote. The engagement created by The Originote in the form of a published video was well received by potential consumers.

Consumer engagement with TikTok social media accounts is usually through comments columns and video reviews of Hyalucera moisturizer products. 3) *Goals* The marketing goal or target for The Originote hyalucera moisturizer product is if it is in accordance with sales targets and achieves brand engagement.

Marketing content prepared as encouragement messages to maintain Brand Engagement. The marketing content presented must have a good impact on increasing engagement with The Originote products, especially moisturizers. The marketing strategy carried out by The Originote is to maintain its products so that they continue to exist and become the target of all groups by being active on various social media platforms. One of the platforms used to provide consistently published content is TikTok.

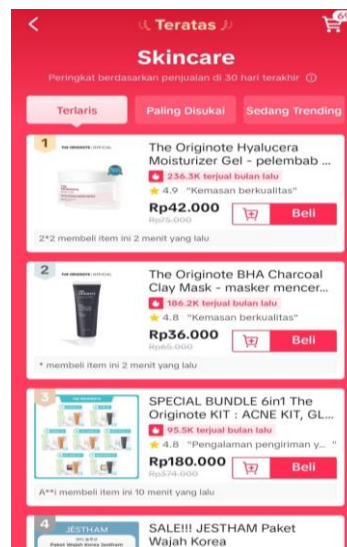
Having more than 1 million followers and various types of content pillars can attract new followers. The content presented is in the form of education on products from The Originote, reviews or testimonials of use from loyal customers with the aim of getting closer to their followers, as well as discounts on the prices of these products. Providing testimonial content from customers is important, with the aim that product existence and brand credibility can be used for target engagement.





**Fig. 1.** Number of views of hyalucera moisturizer content on the Tiktok account @theoriginote

Video content regarding Hyalucera moisturizer uploaded via the Tiktok application @theoriginote has mostly reached millions of viewers and thousands of likes from Tiktok users. Using a content marketing strategy by writing promotional titles included in the video so that Tiktok users are intrigued and have a high level of curiosity about the product being promoted. There is the same video but uses different promotional sentences. And as a Tiktok user, if you want to search for skincare products, you usually use tags or keywords listed in e-commerce.



**Fig. 2.** Top Sales for the Last 30 Days in 2023

Sales are increasing every day as part of consumer awareness of the existence of Hyalucera moisturizer through digital media communication strategies. For the last 30 days it has been the top seller and best seller in the skincare category through the Tiktok application. As a Tiktok user, if you want to search for skincare products, you usually use tags or keywords listed in e-commerce. The Originote hyalucera moisturizer product uses the best selling tag to show the product in searches, thereby allowing the product to experience an increase in product purchases.

To determine the brands that will win the 2023 Brand Choice Award, INFOBRAND.ID is collaborating with TRAS N CO Indonesia to conduct Brand Choice Index 2023 research which focuses on brand research and development in Indonesia. The selected brands are the brands chosen by consumers who deserve recognition from the 2023 Brand Choice Award.

### **The Role of TikTok as Content Marketing to Maintain Brand Engagement**

Based on data obtained from research results, both those obtained from observations. Content marketing strategies generally use video content that can provoke engagement and can be reached by Tiktok users. The content marketing used by The Originote on the Hyalucera moisturizer product is related to the brand engagement activities carried out by Tiktok. Engagement is very important in social media, as Paine (2011) views, for three reasons, namely: 1) engagement is the first step to building customer relationships with brands by interacting with Tiktok users through direct messaging, comment columns, or video content stitches, 2) engagement with customers can help with promotions and there are brand advocates if the brand increases advertising so that consumers have confidence in The Originote products, especially Hyalucera moisturizer, 3) engagement between brands and customers will make the product better if the quality of the content published is appropriate. Brand engagement is used to build interaction with Tiktok users.

Scarcity marketing is one of the marketing strategies carried out by several companies. Scarcity marketing is quite attractive to consumers because it has product limitations and also limitations in making price offers. According to Indeed, scarcity marketing is a marketing technique used to encourage customers to make purchases before the product or discount runs out (Aydin, 2020). The principle used in scarcity marketing is to encourage feelings of fear of missing out (FOMO) on a product in order to create increased sales.

Using the tagline "Affordable Skincare for All", offering affordable skincare prices and number one quality can speed up stock runs out. Through this technique, Hyalucera moisturizer has many fans. Several forms of scarcity marketing applied by The Originote are flash sales (price discounts), limited stock, limited time offers, and limited vouchers. Scarcity marketing is a motivation for customers in making purchasing decisions. If the product runs out, the company will take a long time to provide the desired product. This can make things difficult for customers if their skincare stock runs out (Sugandini et al., 2020).

Marketing content published via Tiktok from the @theoriginote account regarding Hyalucera moisturizer products always attracts the attention of customers. By first pressing the like button on a TikTok social media account content, curiosity arises about the product being marketed. After researching and following the Tiktok account @theoriginote, interest in hyalucera moisturizer arose. Engagement begins when a customer takes action to purchase the product. Over time, it

creates loyalty to the brand by making continuous purchases. Loyal customers usually share content about the products they own with the aim of making social media users also interested in using the same products.

To maintain engagement, the company collaborates with relevant KOLs. The originote collaborates with KOL to reach audiences to increase brand awareness. By describing the Hyalucera moisturizer product as outlined in the video content. The Originote also takes advantage of the various effects available on TikTok. These effects are in the form of trending and new interactive effects. Regular video posting on Tiktok is a marketing strategy to maintain its products. To increase consumer awareness and maintain the number of purchases of Hyalucera moisturizer products.

Based on research data through observations from researchers regarding the Hyalucera moisturizer product The Originote, the role of Tiktok in marketing activities through video content to maintain brand engagement is very influential on sales traffic. The brand engagement carried out by The Originote regarding the Hyalucera moisturizer product received a positive response from followers of the Tiktok application, namely responding in the comments column, testimonials through video content, sharing video content of the Hyalucera moisturizer product and reviews that could convince potential consumers to own the product.

## 5. Conclusion

Based on the results of research and discussion regarding the role of TikTok as content marketing to maintain engagement on Hyalucera moisturizer products, The Originote prioritizes video content that will be uploaded. This is used so that audiences can recognize the product that will be marketed. Apart from that, The Originote also uses scarcity marketing in sales via the Tiktok platform with the aim of increasing sales and increasing reach and impressions on uploaded content. In managing content marketing on Tiktok, there are four dimensions for producing content containing Hyalucera moisturizer products, in the form of reader cognition, sharing motivation, persuasion, and decision making.

Content marketing management has a relationship with engagement activities. Engagement activities carried out through Tiktok social media are in the form of scarcity marketing, namely 1) Active on various social media platforms, 2) Creating urgency (limited stock), 3) placing the right keywords in e-commerce, 4) Links for purchasing products on all social media. media, 5) Collaborate with relevant KOLs. That way, Tiktok users will have an impact more often and can influence other Tiktok users to buy or use The Originote hyalucera moisturizer product.

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