



THE INFLUENCE OF CREATOR CONTENT ON BRAND IMAGE ON TIKTOK SAMPO KEMAIU

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Abstract

This research aims to understand the impact of creator content on brand image on the TikTok social media platform, especially in the context of the product "Sampo Kemaiu". By using a qualitative approach and descriptive research design, this research applies postpositivist philosophy and interview techniques as data collection methodology. The research results show that content creators have a significant role in shaping brand image, especially when the content meets brand criteria and is able to increase interaction with TikTok users. Creativity, quality and communication skills of content creators are important factors in successful marketing collaborations. In addition, factors such as consumer perception of the product, assessment of quality and price, and evaluation of product location also influence the overall brand image. This study provides comprehensive insight into the complexity of factors influencing brand image on TikTok, providing important contributions to marketing practitioners and research in this area.

Keywords: Creator Content, Brand Image, Tiktok

INTRODUCTION

TikTok is a social media application where users of this platform are spread across various countries and even become the largest social media platform in the world, users who use TikTok come from various ages and backgrounds. According to statistics from Business of Apps, the number of global monthly active users (MAU) on TikTok now stands at 1.68 billion in the first quarter of 2023. This number experienced 4.8% growth compared to the previous quarter, reaching a total of 1.6 billion users. TikTok's monthly active user base experienced 20% growth compared to the previous year. (Rizaty, 2023). Many users use TikTok as a medium to share stories, create content, expand audience relations, and even as a product marketing strategy.

The popularity of the TikTok application creates business opportunities for TikTok users, especially in Indonesia. Users use TikTok as a promotional platform, using ingenuity to create concise films that meet their company's specific needs. Currently, several organizations are already using product marketing techniques on social media, including the use of digital marketing strategies on the TikTok platform. Digital marketing strategy refers to a deliberate and specific approach aimed at promoting and selling goods or services using digital and online channels. Digital marketing strategies usually include digital advertising, email marketing, SEO (search engine marketing), sales content in the form of videos, social media marketing, and online advertising.

CV Astuti Sarana Kreasi is a business entity that sells through online shops, namely Tokopedia, Shopee and TikTok. The product owned by this business entity is hair treatment which is branded

kemaiu, there are 2 types of products, namely shampoo and hair serum. One of the digital marketing carried out by CV Astuti Sarana Kreasi is by creating content on social media TikTok Kemaiu. The content being promoted is created by TikTok content creators. There are reasons why CV Astuti Sarana Kreasi uses content creators to create content, including SEO optimization, viral potential, creativity and innovation, trust, and growing and improving brand image.

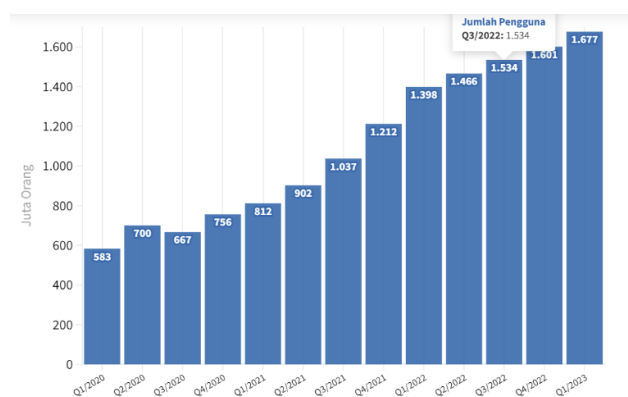


Figure 1 Digital Marketing Strategy Graphic

In this case, digital material is used and distributed via social media by following a series of processes, including choosing a platform, creating a social media account, producing content with an innovative concept, and carrying out promotional activities. Digital content is content in the form of documents, videos, images, audio, or a combination of both which can be created in various formats and can be stored, read, applied or shared digitally.

Content creators are individuals or groups who are active in creating, developing and sharing content on various digital platforms. They use their creative skills to produce content which can be in the form of writing, images, videos, or a combination of these media. Content creators usually have followers or audiences who follow and interact with their content through various platforms, one of which is TikTok. Therefore, this content creator is an effective strategy for creating a product brand image.

As stated by Philip Kotler, a leading authority in the field of marketing, brand image refers to the collective perception or impression of a company. It is shaped by information and is closely related to attitudes, beliefs and preferences towards brands. Brand image is very important in business, because increasing a product's brand image can have an impact on increasing consumer trust and consumer purchasing decisions for a product. CV Astuti Sarana Kreasi utilizes creator content to shape the brand image of its products.

Content creators have a significant influence on brand image because of several aspects, one of which is that content creators have a strong connection with their audience. A content creator's followers often feel close and emotionally connected to the content creator. Therefore, when content creators interact with a brand, their followers have trust in that brand. Material developers have creativity and innovation, enabling them to provide interesting material. The aim of this research is to determine the

extent of the impact of creator-made material on the Sampo Kemaiu brand image on the TikTok social media platform.

LITERATURE REVIEW

Creator Content

In KBBI, content refers to information that can be accessed through various forms of media or electronic devices. Simarmata (2020) defines content as the main, categorical, or individual component of digital information. Content can take several forms such as text, photos, graphics, video, sound, papers, reports and other media. Content refers to any information or data that can be effectively controlled or organized in digital format. Meanwhile, the individual is responsible for creating and producing material. According to Sundawa and Trigartanti (2020), content creation is the process of distributing information that is converted into visual media, such as images, videos and written material, via social media platforms.

Brand Image

According to the American Marketing Association, brand image refers to the use of names, terms, signs, symbols, or designs, or a combination of these elements, to form the identity of goods or services owned by individuals or institutions. This is done to differentiate goods, services and identities from goods, services and identities belonging to competing entities.

TikTok

Agis Dwi Prakoso described the TikTok application as a platform for sharing creative and original audio-visual content. TikTok is a social networking platform that offers its users a variety of distinctive and charming special effects.

METHOD

In this research article, it is used to understand the influence of creator content on brand image on the social media TikTok Sampo Kemaiu. The research conducted in this article uses qualitative research with a descriptive research design. According to Sugiyono (2016), qualitative research techniques are based on postpositivist philosophy and are used to study the characteristics inherent in objects. In addition, this research uses a data collection methodology through interviews. By using qualitative research techniques in this research, our goal is to obtain comprehensive information about the researcher's research.

The data collection methodology used in this research paper includes three different techniques, namely:

1. The researcher completed an internship period from August to November, during which time direct observations were made of research participants at the research location.
2. An opinion poll is an information gathering technique that consists of a series of written questions given to research subjects or sources. These questions are often bundled into several pieces of paper and handed to the interviewee. The research was carried out under the guidance of Mr. Mahendra Wicaksana who is the owner of kemaiu goods.
3. Focuses on the composition of written work, including the task of initiating, documenting, and referencing material originating from books, diaries, reports, expert viewpoints, and other sources. In addition, information verification approaches using explanation checks use information settings that ensure the average value of each response. These arrangements are managed according to study needs and explained based on field observations.

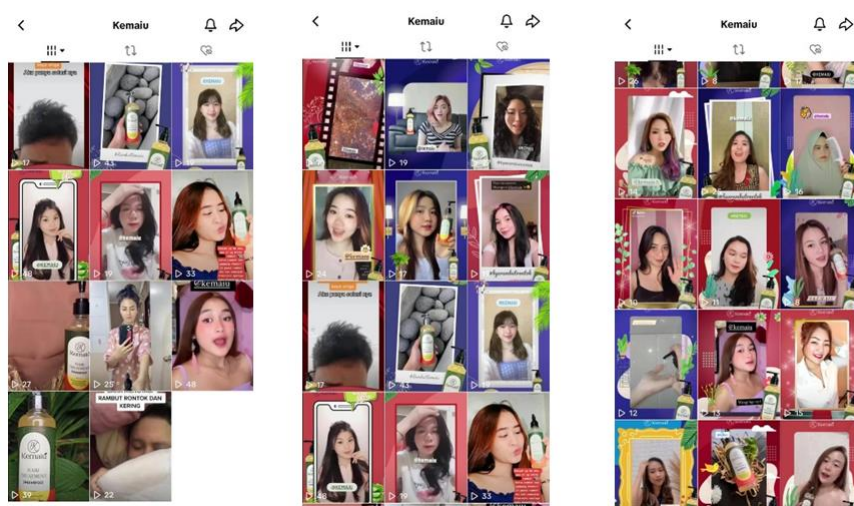


Figure 2 Creator Content View

RESULTS AND DISCUSSION

Research result

Mahendra Wicaksana is the owner and founder of CV Astuti Sarana Kreasi. The origin of this hair treatment product is that it started with Mr Mahendra's wife who experienced hair problems, namely hair loss. Then Mr. Mahendra made the kemaiu shampoo formula and is currently producing it for sale.

Sales started in 2019, while the first TikTok content used as promotional media was in 2021. Content creators have been involved since 2021 to create a brand image but it has not been maximized as evidenced by the relatively small number of viewers generated from these posts (Wicaksana, 2018). The following is the data obtained.

From the data obtained, content creators alone are not enough to create a brand image, especially if the content creators selected do not match the criteria. There is a strategy implemented to select content creators so that marketing is carried out optimally. The strategy used is:

1. Determine the ideal content creator for your product

2. Skills possessed by content creators such as previously produced content, ideas generated, and content concepts created.
3. View the performance of social media accounts such as followers and viewers
4. See how content creators interact with their followers

After implementing this strategy, there is an assessment of the benchmarks for the success of collaboration with content creators. This is done as a form of evaluation to improve brand image, there are indicators or parameters used to measure the success of the content, namely:

1. Website traffic analysis or TikTok analysis. If our content ideas are in line with the expectations of the target audience, then the audience will actively interact with the uploaded material. It is true that this can be done to improve traffic flow.
2. Increase in followers. Successful content can generate an increase in followers, as is proven by the fact that currently your followers have reached thousands.
3. Ranking in Search Engines. When we upload content there are hashtags that are used, these hashtags can display the content created when searched by users.

Strategy 2 was successful in increasing the brand image of kemaiu shampoo (Mahendra Wicaksana, 2023). After implementing the content creator selection strategy to create content and evaluating the content uploaded on TikTok social media, the data below was produced.

The uploaded content has thousands of viewers, not just one content but several contents. When compared to content that has a small number of viewers, these viewers are influenced by the concept or idea of the content created, the hashtags used, and the time the content was uploaded. Currently the TikTok account selling kemaiu products has 27.3 thousand followers with 45,255 likes and there are 3 contents that have the largest number of viewers and this content involves content creators. This creates a brand image for kemaiu products, namely products that can solve hair problems and can grow hair.

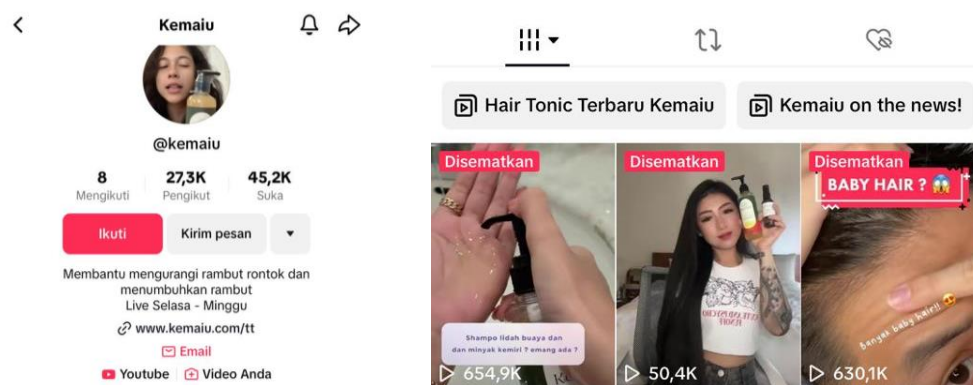


Figure 3 Example of content on medicine for hair problems

DISCUSSION

Brand image refers to consumers' views or beliefs about a product, which is influenced by factors such as the product name, symbols, design, and overall impression. Perceptions of a brand are obtained

from factual information about the brand. This is in line with the hypothesis. Image refers to the collective impression that the general public has of a particular product or company. Products with a positive reputation will provide benefits for the company, because customers will instinctively evaluate and support the product to others. Brand company image is very important because it has a direct impact on consumer purchasing choices. Brand image can be obtained from product quality or by fostering positive perceptions of the product. (Supriyadi, 2021).

Content creators play an important role in shaping consumer perceptions of a brand. One way to do this is through creativity and uniqueness. Content creators are often known for their creativity. By creating unique and engaging content, they can help brands stand out from competitors. Uniqueness in content can create a strong brand identity that is easy for consumers to remember. Creator content is also a valuable source of information for consumers. Creator content can help with branding by educating consumers about new products.

From the results obtained, content creators have a significant influence on creating the brand image of kemaiu products. Collaborating with content creators is one of the best ways to improve brand image seen from the number of loyal followers they have on various social media platforms, content creators distribute information about brands and increase awareness about various brands.

Creator content has a big influence on improving the brand image of a product. One of the reasons why content creators have a big influence on brand image, especially on TikTok, is that content creators have followers who believe in the information provided by the content creators and content creators have the skills to be persuasive to TikTok users. However, in addition to creator content, the following factors also influence brand image: (a) consumer perception of product recognition; (b) consumer assessments regarding product quality, size, durability, design, color and price; and (c) consumer evaluation regarding product location. (Shiffman & Kanuk, 2020) .

CONCLUSION

Creator content has a big influence on brand image. In kemaiu products, content created by content creators that meets brand criteria influences the branding image by indicating an increase in the number of viewers and the number of followers of the TikTok account selling kemaiu products. Content creators who meet the criteria for collaborating in product marketing are content creators who have creativity and uniqueness, quality content produced, content creators who can communicate with the audience, and have performance that increases traffic. However, in addition to creator content, the following factors also influence brand image: (a) consumer perception of product recognition; (b) consumer assessments regarding product quality, size, durability, design, color and price; and (c) consumer evaluation regarding product location.

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