



## THE INFLUENCE OF DIGITAL TIKTOK MARKETING CONTENT ON BRAND IMAGE IN KEMAIU PRODUCTS

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### Abstract

This research aims to analyze the influence of TikTok content on the brand image of Kemaiu products. The research method involved a survey of TikTok users related to Kemaiu products. Findings show that TikTok content has a positive impact on Kemaiu's brand image, increasing consumer awareness and positive perceptions of the product. Factors such as creativity, authenticity, and interaction between content and audience play a key role in building a strong brand image. Managerial implications include the importance of content-based marketing strategies to harness TikTok's potential in strengthening brand identity and consumer appeal. This research sample had 34 respondents using a sampling method, namely by using sampling with certain considerations. The results of this research show that digital TikTok content has a positive and significant effect on the brand image of Kemaiu products.

**Keywords:** *Digital TikTok Content, Brand Image, Kemaiu Products*

### INTRODUCTION

In this era of globalization, the internet is developing very rapidly, which contributes to the increase in the number of internet users every day. Consumer knowledge about an item is now easier to provide due to the development of marketing communication activities brought about by the growth of the internet. Social media is an online platform that allows users to interact, share content and connect with other people globally. Social media is an internet-based application service which allows consumers to exchange opinions, views, ideas and experiences (Dewa & Safitri, 2021). Similar to Instagram and YouTube, Tiktok is also a video sharing application platform.

Currently, many people use TikTok, a social media site, both in Indonesia and globally. Apart from being liked by many people, this program also received positive responses from its users. Almost seven years after being introduced in September 2016, TikTok is already famous (Soehadi, 2016). In April 2023, Indonesia had more than 113 million active users of the Tik Tok application, making it one of the countries with the second highest number of users in the world. As of April, Indonesia has been recognized as the country with the largest number of Tik Tok users globally, with 113 million users. Other similar platforms compete with Tik Tok in its journey. Other similar platforms compete with Tik Tok in its journey. Among the many types of video material available on the TikTok application, business actors are taking advantage of this phenomenon to market their brands and create brand identities.

According to Bill Anton (2014), the definition of image "Image is the impression, feeling, conception that people have of a company, which consciously creates an impression of an object, person

or organization." According to this definition, the image of an organization or company is the public's perception, emotion or impression of it. This impression is consciously produced by an object, person, or something else. Brand image is the perception of the general public and consumers towards a brand product, which is based on their assessment of a particular brand. Customers are starting to use the company's image as a reference when making important choices. The most important component of a business's survival is its ability to offer products through developing a brand image, one of which is on the TikTok platform. Companies must be able to adapt appropriate marketing strategies to consumers due to current market developments and competition.

Brand image needs to be built using TikTok media because this platform has a strong appeal, especially among the younger generation. TikTok allows brands to interact creatively with their audience through short, engaging videos, dances, and challenges. By taking advantage of trends and popular music, brands can create relevant content and build closer relationships with consumers. TikTok also provides opportunities for creative exploration and virality that can increase brand visibility globally. One of the platforms used to help customers and potential customers get to know their products better is Tik Tok. To form the intended brand image, it is hoped that it can increase awareness of the product. In addition, growing a brand image is difficult because you have to be careful and not carelessly post anything on TikTok so as not to give the wrong image to customers and tell them how valuable the product is.

According to Potgieter and Naidoo (2017), content marketing refers to the process by which businesses develop their marketing advertisements. This shows that the more attractive the marketing material, the more customers engage with the product. Product benefits, usage guidelines, product advantages, related discounts, and more can all be included in marketing text. Content needs to be created so that customers can find it educational and entertaining. A product with interesting content will stand out compared to competitors' products and will attract attention to consumers' desire to buy it. However, the problem with content marketing is that consumers do not understand or are interested in the content provided because the product explanation is not accurate and the material is not very detailed.

## **LITERATURE REVIEW**

### **Brand Image**

According to (Tjiptono 2015) "Brand image is a description of consumers' associations and beliefs towards a particular brand. Brand image is the observations and beliefs held by consumers, as reflected in associations or in consumers' memories." In addition, brand image has the dual potential to increase and decrease the value of goods or services offered to customers. The qualities associated with a brand differentiate it from its current competitors because of the benefits and attributes it offers (Mulyono, 2016). This implies that the consumer impression formed by the superiority of the product will increase the brand's standing in their eyes (Sallam, 2016).

## **TikTok Content**

Content refers to data that can be accessed through electronic devices or media, as well as data or content that can be expressed through text, graphics, audio, or video. TikTok content consists of short videos, often focused on dance, comedy, tutorials, and challenges. Users use creative effects and popular music to create engaging videos. TikTok is known for its fast-changing trends and ability to spark viral challenges. The simplicity of the format makes this platform very popular among various age groups. Marketing with concise product details, instructions for use, benefits, relevant discounts and other information can be produced as TikTok content. In order for consumers to find it entertaining and educational, the material must be produced. A product with interesting content will stand out from its competitors' products and attract attention to consumers' desire to buy it (Tasya Permata Dewi and Daesy Ekayanthi, 2023)

## **Relationship Between Variables**

The relationship between variables is a unity that can build a brand image because it is a process that involves a number of strategies to create a positive perception of the product or brand in the eyes of consumers. TikTok content is one of the key elements in building a brand image, because it can provide information, add value, and communicate brand identity to consumers. According to (Tasya, 2023), the conclusion is that the use of Tik Tok social media has a good and significant influence on the brand image of Kemaiu products.

H<sub>1</sub>: TikTok digital marketing content has a significant effect on brand image

## **METHOD**

This research uses a quantitative method with two variables using a questionnaire as the medium, which is a systematic approach to collecting numerical data and identifying the relationship between the two phenomena being measured. First, researchers design a questionnaire with questions that focus on the variables they want to study. The independent variables TikTok content (X) and Brand Image (Y) must be clearly defined in the questionnaire. This method allows researchers to efficiently collect data from a total of 34 respondents and use statistical analysis tools to gain a deeper understanding of the relationships between the variables studied.

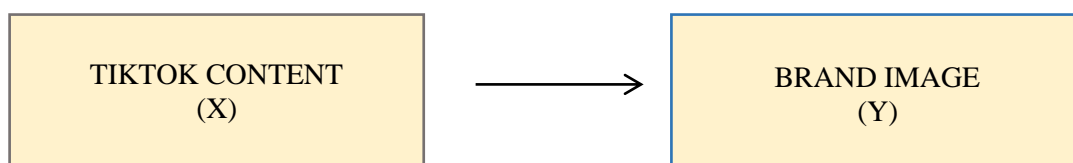


Figure 1 Framework of Thought

Table 1 Indicators

VARIABLE	INDICATORS	SKALA
TikTok content is a collection of short videos with a variety of genres, including dance, lip sync, comedy, tutorials, creative arts, and challenges. Users use their creativity to entertain, share information, or take part in ongoing trends and challenges. This platform creates a dynamic and diverse space for expression.	Reader Cognition Sharing Motivation Persuasion Decision Making Live Factors	Interval 1-5
Brand image, or brand image, refers to the perception or image that consumers have of a brand. It covers various aspects, including positive or negative image, brand values, and experiences associated with the brand. Brand image is not only based on physical or product attributes, but also involves emotional and psychological elements.	1. Recognition 2. Reputation 3. Culture 4. Quality 5. Customer experience	Interval 1-5

Source: Data processed by researchers, 2023

## RESULTS AND DISCUSSION

### Respondent

The respondents are followers of the Kemiau TikTok account and a questionnaire has been distributed to respondents, containing personal data and TikTok usage. The sample of followers of the Kemiau account is dominated by women at 53.8 percent, while men are 46.2 percent, but the number is not that far away, but it is still dominated by women, then the age of the respondents is dominated by 17-21 year olds, at 69.2 percent. . And all data taken from respondents has direct permission from the respondents. The questionnaire was created using respondent data and the following Likert scale below, namely:

Table 2. Respondent Data

Variable	Amount	%
<i>Sex (Gender)</i>		
- Woman	19	53,8
- Man	15	46,2
<i>Age</i>		
- 17 - 21 Years old	22	69,2
- 22 - 26 Years old	4	10,3
- 27 - 30 Years old	6	15,4
- 31 - 35 Years old	1	2,6
- 36 Year or more	1	2,6

Source: Data processed by researchers, 2023

Table 3 Likert Scale

No	Answer Type	Weight
1	Strongly Disagree	1
2	Don't agree	2
3	Neutral	3
4	Agree	4

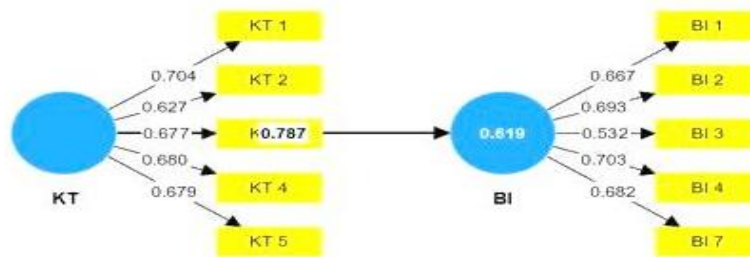
5	Strongly agree	5
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Source: Data processed by researchers, 2023

In this research, a questionnaire was used in the form of closed questions. The questionnaire is prepared using a Likert scale, namely by asking for agreement on a question with Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree and each level of answer is given a score of 1 to 5.

### Instrument Testing

Table 3 shows that almost all of the indicator loading values for each variable are valid because they are greater than 0.5, not smaller than 0.4 and are close to 0.6. This shows that all indicators are valid. The composite and crombanch's values for each variable are more than 0.5, which shows that all variables are reliable.



Source: Data processed by researchers, 2023

### Measurement results

Table 3. Value Evaluation Loading Factor

Variables/Indicators	Outer Loading	Crombah Alpha	Composite Reliability	Conclusion
TikTok Content		0,700	0,806	Reliabel Valid
- Reader Cognition (KT1)	0,701			Valid
- Sharing Motivation (KT2)	0,654			Valid
- Persuasion (KP3)	0,671			Valid
- Decision Making (KT4)	0,654			Valid
- Live Factors (KT5)	0,688			Valid
Brand Image		0,673	0,791	Reliabel Valid
- Recognition (BI1)	0,684			Valid
- (BI2)	0,688			Valid
- Reputation (BI3)	0,584			Valid
- Culture (BI4)	0,630			Valid
- Customer Experience (BI5)				
- Quality (BI 6)	0,564			Valid
- Reputation(BI7)	0,525			Valid
	0,688			Valid

Source: Data processed by researchers, 2023

### Variance Inflation Factor (VIF)

The FC-VIF value in table 4 shows all variables are less than 3.3. These values indicate the

absence of multicollinearity. Thus the model built is a good model.

Table 4. Full Collin. VIF

Variable	Full Collin. VIF	Kriteria
- TikTok Content	1,000	<i>Rule of thumb</i>
- Brand Image	1,000	<i>Rule of Thumb</i>

Source: Data processed by researchers, 2023

### Coefficient of Determination R<sup>2</sup>

Table 5 shows that 60.7% of the variation in customer satisfaction in the research model can be explained by service quality and trust. 29.3% of the variation in customer loyalty can be explained by customer satisfaction.

Table 5. R<sup>2</sup> and Adjusted R<sup>2</sup> values

Variable	R <sup>2</sup>	Adjusted R <sup>2</sup>	Criteria
- Brand Image (Y)	0,619	0,607	Moderat

Source: Data processed by researchers, 2023

### Hypothesis Tester

Hypothesis test results (table 6) show the acceptance of two hypotheses, namely H<sub>1</sub>, all hypotheses have significant results.

Table 6. Hypothesis Testing

Hipotesis	Track	Original Sample	P-Value	Conclusion
H <sub>1</sub>	TikTok Content → Brand Image	0,787	0,000	Signifikan

Source: Data processed by researchers, 2023

According to the empirical test results of the use of TikTok social media on brand image above, it shows a t count of 0.787 and a p value (sig) of 0.00 which is below alpha 5%, which means that there is a significant influence between the use of TikTok social media on the brand image of Kemaiu products. Based on the research results, the hypothesis "there is a positive influence between the use of TikTok on the brand image of Kemaiu products" can be accepted.

## CONCLUSION

Based on the data analysis presented above, it can be concluded that the influence of digital TikTok content on the brand image of Kemaiu products is positive and significant, which means that to improve brand image we have to improve the quality of TikTok content. Apart from that, there is a direct positive and significant influence on brand image through digital TikTok content. The digital influence of TikTok content on brand image is very significant in the current marketing era. Through this dynamic platform, brands can optimize creativity and engagement to build a positive image among consumers. TikTok content, which is often short and energetic, provides an opportunity for brands to convey their message in an innovative and entertaining way.

High engagement on TikTok also provides an opportunity for brands to expand their reach. Thus,

increasing brand awareness and strengthening positive associations with the target market. However, while the impact can be very positive, it is important to remember that brand image can also be negatively affected if the content created does not align with the brand's values or message. Therefore, careful brand management and choosing the right content strategy are essential in exploiting TikTok's potential to strengthen brand image.

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