



The Influence of Tik Tok Content Marketing on Brand Awareness Warung Kihaji, Sumedang City

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Abstrak

Penggunaan *Content Marketing* pada bisnis yang sudah mengikuti jaman sekarang yang sudah banyak menggunakan Media sosial dalam memperkenalkan produk atau jasa yang di tawarkan oleh pebisnis untuk meningkatkan *Brand Awareness* di kalangan konsumen secara luas untuk meningkatkan daya beli pada bisnis mereka. Media Sosial yang sekarang marak digunakan dalam *Content Marketing* adalah Media Sosial Tiktok yang memperlihatkan Video singkat dalam memperkenalkan bisnis mereka secara luas. Salah satu bisnis yang menggunakan *Content Marketing* dalam menjalankan usahanya ialah Warung KiHaji yang berada di sumedang. Penelitian ini bertujuan untuk mengetahui sejauh mana *Content Marketing* yang dibuat Warung KiHaji dalam meningkatkan *Brand Awareness* dikalangan konsumen. Penelitian ini bersifat kuantitatif, yang diuraikan dengan deskriptif verifikatif. Deskriptif digunakan untuk mendalami variabel. Populasi penelitian ini adalah konsumen di Kota Sumedang yang telah melihat akun media dan video promosi pada akun Media Sosial Warung KiHaji dengan jumlah sampel 100 sampel. Penelitian ini menemukan *Content Marketing* yang dibuat oleh Warung KiHaji berada dalam kategori yang tinggi; *Brand Awareness* Warung KiHaji berada dalam kategori yang cukup; serta *Content Marketing* berpengaruh terhadap Brand Awarnees Warung KiHaji secara signifikan dengan tingkat klasifikasi pengaruh yang sangat kuat.

Kata kunci: *Brand Awareness, Content Marketing, Tik Tok.*

Abstract

The use of Content Marketing in businesses that have followed today's times have used a lot of social media in introducing products or services offered by businesses to increase Brand Awareness among consumers at large to increase purchasing power in their businesses. Social media that is now widely used in Content Marketing is Tiktok Social Media which shows short videos widely introducing their business. One of the businesses that uses Content Marketing in running their business is Warung KiHaji which is in Sumedang. This study aims to determine the extent to which Content Marketing made by Warung KiHaji increases Brand Awarnees among consumers. This research is quantitative, which is described by descriptive verification. Descriptive is used to explore variables. The population of this study is consumers in Sumedang City who have seen media accounts and promotional videos

on Warung KiHaji Social Media accounts with a total sample of 100 samples. This research found that Content Marketing created by Warung KiHaji is in a high category; Brand Awarnees Warung KiHaji is in the sufficient category; and Content Marketing has a significant effect on Brand Awarnees Warung KiHaji with a very strong level of influence classification.

Keywords: *Brand Awareness, Content Marketing, Tiktok*

1 Introduction

The very rapid development of technology, which is in line with the development of science and technology, has given birth to various kinds of changes, one of which is related to the internet and digitalization. Entering the industrial era 4.0, even welcoming the industrial era 5.0, has made many changes, especially related to marketing strategies by utilizing the internet and other digital media. The internet has facilitated access to reach a wider market, with increasingly disappearing barriers. An example of the development of the industrial era 5.0 is the increasing use of artificial intelligence technology.

Indonesia is a country with a population that uses the internet en masse, with the achievement of 204.7 users in January 2022. This number has increased by 1.03% compared to the previous year (We Are Social, 2023). This phenomenon is in line with the growth in the number of users of social media which is growing rapidly. Internal factors that cause the rapid use of social media in the world can be caused by people who need entertainment to relieve boredom, while external factors are caused by the need for information from the wider community.

Social media users in Indonesia in 2022 will reach more than 25.3 million users or an average of more than 30 percent. The more Generation Z is born, the more social media users in Indonesia will increase (We Are Social, 2023). Based on social media brands, Whatsapp is the most popular social media with a percentage reaching 88.7%, then Instagram and Facebook with percentages of 84.8% and 81.3%, TikTok and Telegram respectively with 63.1% and 62.8%. TikTok is one of the most popular social media in Indonesia. Based on databooks (Annur, 2021), it is known that TikTok is the most downloaded in the world, which reached 315 million downloads in the first quarter of 2020. The number of Tiktok users in Indonesia experienced rapid growth in 2019 which reached 2.93 million users and continues to increase every year. In terms of gender, in Indonesia Tiktok users are dominated by women with a percentage of 68% with ages around 8-34 years. This phenomenon shows that the social media Tiktok is increasingly popular with a growing number of users. The presence of entertaining short video format features, easy-to-use entertainment features, and an active community have supported the growth of Tiktok users.

The use of Tiktok social media for MSMEs aims to change the traditional advertising culture which uses photo and brochure formats into videos with informative narratives and containing inspiring invitations (Kotler et al, 2019). Tiktok provides users with the feature to create and share short videos, which are created to suit the dynamic lifestyle among young people. Tiktok also provides entertaining and interesting videos, so that they can attract users' attention. This is an important reason why the MSME Warung KiHaji, which is an MSME producer of ready-to-eat packaged shredded meat and oncom, uses Tiktok. Through Tiktok, MSMEs Warung KiHaji hopes to increase its brand awareness in the minds of consumers.

Departing from this phenomenon, this study aims to find out how Warung KiHaji's content marketing works; how is Warung KiHaji's brand awareness; and the influence of content marketing on KiHaji's brand awareness in Sumedang City.

2 Literature Review

2.1 Content Marketing

Marketing management is the activity of the management function in exchange activities in the market in order to achieve long-term organizational goals (Assauri, 2019). While marketing (Rizal, 2020) is an organizational function and a series of process management functions for creating customer value in every company, through managing good relations with stakeholders.

Regarding content marketing as part of a study of marketing management. Hutchinson (2021) stated content as content or information or content, and or content, which presents information on the internet space. The term content is related to content writing; content writer or content writer; content editor or content editor; as well as content marketing or content marketing. Frost et al. (2019) stated content marketing or content marketing is a strategy for creating and publishing content in companies through websites or social media with the aim of involving audiences. Marketers always create interesting content so that audiences are always interested and content can be used to provide key entry for customers and prospects that can influence the company to increase its sales results. content marketing is usually uploaded through websites/websites, social media, blogs, and others. Furthermore, Sari et al. (2020) stated that content marketing is a strategy created and published by websites and social media.

Content marketing includes the production and distribution of content (Kotler et al, 2019). An effective marketing campaign requires marketers to create original content and then distribute it through reverse channels. There are eight main steps of content marketing:

1. Set goals by setting goals for brand building and sales growth.
2. Mapping the target market by setting customer profiles and desires.
3. Hastening and content planning by setting the theme, format, and content calendar.
4. Content creation by setting content creators and content production schedules.
5. Content distribution by specifying owned, paid, and earned channels.
6. Strengthening content by creating conversations and using the services of buzzers and influencers.
7. Evaluate content marketing using content marketing metrics and achieving overall objectives.
8. Improved content marketing by changing themes, improving content, and increasing content distribution and amplification.

Companies need to identify marketing content that matches the theme of the company's target customers, from what content needs to be produced and when it should be produced. McDonalds (2022) reveals that, in planning, making, and when to produce, it is necessary to pay attention to the following questions:

1. What content formats do you need to produce, such as photos, videos, and more?
2. What content theme is created?
3. Who produces and for whom is the content produced?
4. When will the content be produced and uploaded?
5. On which social media will the content be uploaded?

Content marketing is presented on social media, which has special characteristics that distinguish it from other media. The characteristics of social media (Nasrullah, 2015), are as follows:

1. Network. Users can generate or form networks such as relationships with other users and are obtained from the results of broad interactions in social media that are connected to internet-based technology.
2. Information. Important information in the use of social media because this information is to provide detailed user identity, for posting content and interacting with other users.
3. Archive. Social media has a feature for storing or archiving existing information which later on, this information can be viewed repeatedly.
4. Social simulation. Social media has a unique algorithm where users will get a different experience from the real world. Because, social media creates a new system where people live in virtual reality where interactions are also carried out virtually with the help of technology to socialize.
5. Content by user. Content by user is a type of content in the form of text, photos and videos about a brand that is shared by users on social media.
6. Interactivity. This interactivity in social media is used as a liaison interaction between social media users, to expand the connections or relationships they have on social media.

The use of social media by MSMEs to carry out product marketing is very important, because it is more flexible and efficient in its implementation.

2.2 Tiktok

Tiktok is a social media that has social networking and music from China which was originally used as entertainment by lip-syncing songs by its users. Tiktok itself in Chinese pronunciation is called Douyin. The social media application Tiktok first appeared in September 2016 under the auspices of the developer ByteDance Inc. The widespread use of the Tiktok application has made Suara.com and several other news portals such as Detik.com, Beritasatu, iNews, Pikiranrakyat and many more, also take advantage of the Tiktok application as a medium for disseminating information. The features in it also allow users to visit websites/websites from the news portal, through a link feature that can be placed in the video. Oktaheriyani et al. (2020) stated that tiktok has several interesting features that are often used by its users, namely:

1. Upload videos. This feature functions to send/upload video files in mp3 format and even higher resolution video formats.
2. Music Features. Features that can pamper users by adding music features on TikTok from famous musicians or music-making composers that are already widely available as a sweetener for uploaded video concepts.
3. Status. This feature is used to provide personal or other experiences in text form.
4. Comment. Features used to provide reviews in the form of text/emoticons/links.
5. Emoticon. Symbol/typography features that describe mood and facial expressions.
6. Filter. There are so many of these features available on Tiktok, they serve to beautify faces, improve video moods, and more. This feature is usually found in the process of uploading videos or photos and during the editing process on Tiktok social media.
7. Hastag. This feature is a feature to mark tags/keywords that are usually found on all social media, especially Tiktok, which functions to make it easier for Tiktok users to find videos that are similar to trending information. Hastags start with a hash sign (#).
8. Editing video. A feature that is widely used by Tiktok social media users is video editing, because it is easier to use and practical. This feature provides many sub-filters such as BNW effects, beauty faces and many more, to sub-editing such as cutting videos, adjusting resolution, adding audio with music or direct voice over.

9. Sound /audio. This feature is used to enter the original audio recorded by the user, you can even adjust the audio quality to other audio-related editing.
10. Features duet. This feature allows Tiktok social media users to perform duets between users on videos that appear on their homepage.
11. Caption. Caption is a text description feature that is located under the uploaded video or photo slides. This feature can only enter text of 300 characters.
12. Like. The Like feature or liking feature is a feature that functions to provide a love symbol response with one click on the Like column or click several times on the surface of the video. This means that users like the video content they see.
13. Article links. In this feature, Tiktok provides an article link feature, or an article in the form of a link which functions to provide detailed and further information without being limited by the amount of text like the previous caption feature.

2.3 Brand Awareness

Brand Awareness put forward by Peter and Olson (2013) said that Brand Awareness is the general objective of all promotional communication strategies. Promotion is one of the 25 important forms that must be carried out by a brand in a company because it can help form Brand Awareness, where it can increase consumer or customer buying interest. Brand Awareness itself can be measured by asking consumers to mention any brand that comes to their mind when mentioning a product. A brand must increase their Brand Awareness, because Brand Awareness greatly influences a consumer's purchasing decision. The right brand awareness strategy depends on whether or not the product is well-known in the eyes of consumers.

Brand Awareness cannot be built instantly, it takes time to build Brand Awareness until the brand is known by many people especially until the brand enters the top of mind, this really takes time. Durianto (2017) says that the memory of a brand starts from the lowest level and goes to the top, as explained below:

1. Top of mind. A brand is or can be at the highest level in memory or top of mind, namely the brand that consumers first remember or mention when consumers are asked questions about a particular product.
2. Brand recall. Brand recall is the degree to which consumers remember the brand because they are asked to mention a particular brand.
3. Brand recognition. Is the stage where consumers are aware that they exist when measured with the help of product criteria.
4. Unaware of brand. Unaware of brand is the lowest level, a situation where consumers do not know or are aware of the existence of a brand or product.

Thus, brand awareness is the state of consumers who are aware of an existing brand or product, where it can be recognized or remembered for its existence.

2.4 Relationship Between Variables

There have been many studies examining the relationship between TikTok content marketing and brand awareness. Content marketing plays an important role in building the brand image of contemporary organizations (Rowley, 2008; Wang & Chan-Olmsted, 2020). Properly designed content can positively influence consumer behavior by providing consumers with the information they need that is tech-savvy, timely, useful, and easy to access (Wang & Chan-Olmsted, 2020). Some organizations, seizing this as an opportunity, are focusing their energy on creating useful content, helping them strengthen relationships with consumers (Wang & Chan-Olmsted, 2020). The design model of this investigation is illustrated by Figure 1.

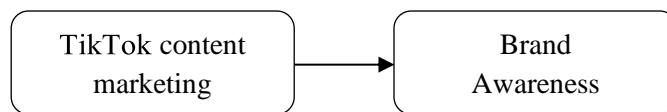


Figure 1: Research design model

H₁: The influence of TikTok content marketing toward brand awareness

3 Research Methods

This research is quantitative, which is described by descriptive verification. Descriptive is used to explore the variables studied while verification is used to measure the relationship between variables (Sugiyono, 2021). The population of this research is consumers in Sumedang City who have seen media accounts and promotional videos on Warung KiHaji Social Media accounts. However, the exact number of the population is not yet known. Sampling from the population uses the Bernoulli formula (Sujarweni and Endrayanto, 2020) and the sampling technique used is judgment sampling, which resulted in a total sample of 96, which was then increased to 100 samples. The results of the questionnaire distribution were tested for validity and reliability first and further processed using the classical assumption test.

4 Results and Discussion

The results of the research instrument validation test are as follows:

Content Marketing Validation Test

Table 1: Content marketing validation test

Items	Dimensi	R Hitung	R Tabel	Valid/Tidak Valid
X1	Localization	0.291	0.195	Valid
X2		0.460	0.195	Valid
X3	Personalization	0.624	0.195	Valid
X4		0.607	0.195	Valid
X5	Emotion	0.658	0.195	Valid
X6		0.428	0.195	Valid
X7	Disversification of Approach	0.714	0.195	Valid
X8		0.641	0.195	Valid
X9	Co-Creation and Trust	0.727	0.195	Valid
X10		0.626	0.195	Valid
X11	Ethical and Honesty	0.562	0.195	Valid
X12		0.753	0.195	Valid
X13	Discussion	0.689	0.195	Valid
X14		0.698	0.195	Valid

From the data above, it is known that each item has a value above 0.195 which can be concluded that each item of the measuring instrument used by the author meets validity or is declared valid.

Brand Awareness Validation Test

Table 2: Brand Awareness Validation Test

Items	Dimensi	R Hitung	R Tabel	Valid/Tidak Valid
X1	Recognition	0.654	0.195	Valid
X2		0.539	0.195	Valid
X3	Recall	0.675	0.195	Valid
X4		0.673	0.195	Valid
X5		0.708	0.195	Valid
X6	Purchase	0.675	0.195	Valid
X7		0.775	0.195	Valid
X8	Consumption	0.740	0.195	Valid
X9		0.786	0.195	Valid

From the data above, it is known that each item has a value above 0.195 which can be concluded that each item of the measuring instrument used by the author has met validity or is declared valid.

Content Marketing Reliability Test

Reliability Statistics

Table 3: Content Marketing Reliability Test

Cronbach's Alpha	N of Items
.871	14

The results of the reliability test for digital marketing variables are reliable because the Cronbach's alpha value is more than 0.06.

Brand Awareness Reliability Test

Table 4: Brand Awareness Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.865	9

The results of the reliability test for digital marketing variables are reliable because the Cronbach's alpha value is more than 0.06.

Normality Test

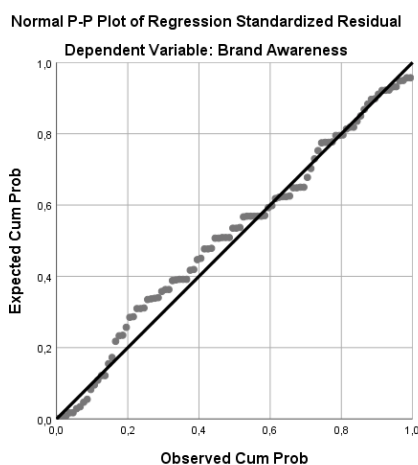


Figure 2: Normality Test

Figure 2 explains that the distribution pattern is normal because it spreads and follows around the diagonal line.

Autocorrelation Test

Table 5: Autocorrelation test

Durbin-Watson
1.785

Predictors: (Constant), Content Marketing
 Dependent Variable: Brand Awareness

The results of the comparison of Durbin Watson values with $n = 100$ and the number of independent variables is 1, then $du < d < 4-du$, so there are no autocorrelation symptoms.

Test Koefisien Determinasi

Table 6: Coefficient of determination test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 ^a	.650	.647	2.717

- a. Predictors: (Constant), Content Marketing
- b. Dependent Variable: Brand Awareness

The value of R (correlation) square is 0.650. Thus, Content Marketing influences Warung KiHAJI's Brand Awareness by 0.650 or 65%, and the remaining 35% is influenced by various other factors, such as purchase testimonials.

Simple Regression Analysis

Simple linear regression is used to test the Content Marketing hypothesis on the Brand Awareness of the mentor application. The research hypothesis is:

$H_1 = \beta_1 = 0$; Content Marketing has no significant effect on Brand Awareness.

$H_1 = \beta_1 \neq 0$: means: Content Marketing has a significant effect on Brand Awareness

The table value with the calculated value is greater, thus the hypothesis is accepted. This means that Content Marketing has a significant effect on Brand Awareness.

Table 7: Coefficient of determination test

		Coefficients ^a			
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
1	(Constant)	1.223	2.248	.544	.588
	Content Marketing	.603	.045	.806	13.502
					.000

a. Dependent Variable: Brand Awareness

The linear regression equation of this study is:

$$\text{Content Marketing} = 1,223 + 0,603$$

Brand Awareness or

$$\hat{Y} = 1,223 + 0,603 X$$

The equation explains that the constant \hat{Y} is 1.223. So Content Marketing shows a positive thing. If Content Marketing increases by 1 then Brand Awareness will increase by 0.603. These results explain that Content Marketing has a very high influence on Brand Awareness.

Discussion

This research aims to analyze the relationship between TikTok content marketing and brand awareness of Warung KiHaji as MSMEs. The results of hypothesis testing have proven that TikTok content marketing has an influence on brand awareness of Warung KiHaji as MSMEs. These results are in accordance with the opinion of Rowley (2008) and Wang & Chan-Olmsted (2020) who state that content marketing plays an important role in building the brand image of contemporary organizations. Properly designed content can positively influence consumer behavior by providing consumers with the information they need that is tech-savvy, timely, useful, and easy to access (Wang & Chan-Olmsted, 2020). Some organizations, seizing this as an opportunity, are focusing their energy on creating useful content, helping them strengthen relationships with consumers (Wang & Chan-Olmsted, 2020).

Content marketing is the process of creating valuable content that is personalized to an interactive, engaged, and targeted target market that has attention (Content Marketing Institute, 2017). Content marketing is focused on providing value to consumers, while presenting a relationship-oriented marketing approach, which focuses on achieving a company's profitability goals. Pulizzi (2013) provides an explanation of content created and shared online and content marketing, where he states that content marketing reflects an organization's business or monetary goals.

This study had some limitations. The research is limited only to Warung KiHaji as MSMEs. This research requires the involvement of other MSMEs in Sumedang City, so that the accuracy and generalization of research results can be applied to all MSMEs in Sumedang City. Previous research that has been conducted on content marketing is still very limited, thus there is a research gap that needs to be filled through various approaches and perspectives that will enrich understanding of the concept from various angles (Holliman and Rowley, 2014).

5 Conclusion and Suggestion

The study's findings lead to the following conclusions: Firstly, content Marketing implemented by Warung KiHaji is in a high category because it is on a continuum line with high criteria. Secondly, Warung KiHaji's brand awareness is in the sufficient category because it is on a continuum line with sufficient criteria. Lastly, Content Marketing has an effect on Warung KiHaji Brand Awareness which is in a very strong classification.

Based on the results of the research, the findings obtained, and the conclusions that have been described, the suggestions related to this research are as follows Content Marketing implemented by Warung KiHaji needs to be improved, especially in the aspect of action. Warung KiHaji needs to improve strategic and tactical synergy in marketing its products on an ongoing basis; Warung KiHaji Brand Awareness needs to be improved, especially on the Distinctive Features aspect. Unique and authentic characteristics will make it easier for consumers to remember Warung KiHaji products; Warung KiHaji increases consumer Brand Awareness by implementing Content Marketing according to the intended segment. Content marketing that is carried out should be accompanied by various attractive promos so that consumers and potential customers will be interested.

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