

Storytelling Marketing Strategy Of Tiktok In Creating Brand Awareness At The @Icgalbrand Online Store

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Abstract: This study aims to find out the formulation of the marketing strategy for segmenting, targeting, and Positioning, the supporting factors and obstacles in managing the Tiktok application, and the application of the storytelling marketing strategy in creating brand awareness at the Icgalbrand online store. Icgalbrand is a handmade accessories online shop that introduces its business through TikTok. The shared content is expected to increase audience awareness. The method used in this research is the descriptive qualitative method, and the data collection techniques used are interviews, observation, and documentation. The triangulation of data sources is a data analysis technique. The results showed that the implementation of a marketing strategy in the form of storytelling through the Icgalbrand TikTok account succeeded in leaving an impression on the audience and was able to increase the number of viewers so that some of them were interested in using Icgalbrand products. The storytelling strategy steps carried out by Icgalbrand include taking advantage of the emotional side of consumers, creating unique and interesting stories, and using the V-A-K approach. Icgalbrand content has also fulfilled the TRUTH elements, namely Topical, Relevant, Unusual, troublesome, and Human, which can make storytelling in marketing more effective.

Keywords: Storytelling, Digital Marketing, Brand Awareness

INTRODUCTION

The dynamics of life in the digital era make it easier for humans to consume information because of the sophistication of internet technology. Internet users in Indonesia are currently increasing from time to time. Based on the results of the latest survey by the Association of Indonesian Internet Service Providers, the number of internet users in Indonesia has reached 210 million. One of the implications of this is the increasing use of social media, which is increasingly being used by humans. Currently, social media is also used as a digital marketing channel by businesspeople around the world. Optimizing social media in product marketing is also very important for business people, as social media makes it easy for them to introduce their products or services to a wide audience. Social media sites that are usually used by business people to promote their products or services include WhatsApp, Instagram, TikTok, and Facebook. Among these social media, the author will discuss the platform that is currently being widely discussed, namely "Tiktok".

For business people, utilizing social media like TikTok is an effective way of communicating information and marketing products and services to consumers. TikTok social media content as a means of marketing a business is also called content marketing. TikTok video content can also help shape brand awareness for a brand. Aji [1] stated that content in the TikTok application is the right strategy for companies in creating advertising channels through creating video content that is easy to understand, easy to find, relevant, and consistent in the TikTok application so as to get a high level of brand awareness.

Febriani & Dewi [2] state that "brand awareness" is a form of awareness of a brand that is related to the strength of the brand in people's memory, is reflected in the minds of the people, and is able to make people identify various brand elements (such as brand names, logos, symbols, characters, packaging, and slogans) in various situations. Building brand awareness is the same as planting a seed into a tree until it bears fruit, which means it takes effort and time so that the brand that is formed becomes strong and has loyal customers, and the most important thing is to be consistent in maintaining the branding when it has grown. Images are an important factor for the marketing success of an organization [16]

One of the accessory brands from Bandung, namely Icgaland, utilizes the social media site TikTok as one of its promotional media. The creativity of business people is needed in developing a marketing communication strategy to create brand awareness in the minds of consumers. In this case, Icgaland does storytelling marketing as a content idea through its TikTok. Za. et al. [3] stated that storytelling marketing is a method that can be used to create or evoke emotions by making consumers' feelings, thoughts, senses, and actions work. By telling the story of the brand, it can evoke different feelings in consumers. [15]

The author is interested in conducting in-depth research on the marketing strategy carried out by Icgaland in introducing its business through TikTok content, and it becomes a challenge for the business to continue creating video content that attracts the audience so that it maintains its business existence in the face of competitors. The research focuses on TikTok as a marketing medium, and the informants in this study are people who actively use TikTok social media and follow Icgaland and Owner TikTok accounts. And the phenomenon that occurs in the object of a study is focused only on the storytelling marketing strategy in creating brand awareness by Icgaland through its TikTok content. The content that is shared is certainly expected to be able to increase awareness, even to the point where buying and selling transactions occur. Based on the description that has been presented, in preparing this thesis, the author took the title "Storytelling Marketing Strategy of Tiktok in Creating Brand Awareness at the @Icgaland Online Store".

LITERATURE REVIEW

Marketing Strategy

According to Yulizar & Efendi [4] marketing strategy can be interpreted as a series of goals and objectives, policies, and rules that give direction to the company's marketing efforts with comprehensive, integrated, and unified plans, implementation, and evaluation in the field of marketing, which provide guidance for a company. The forms and steps of the strategy include segmentation, targeting, and positioning.

Brand Awareness

According to Aaker in Fahira & Mustikasari [5] brand awareness is the ability of customers to recognize and remember brands that are part of a product category. The dimensions of brand awareness include several levels of brand awareness expressed by Aaker, namely: unaware of brand, brand recognition, brand recall, and top-of-mind.

Storytelling Marketing

James Lush, director of Lush Digital Media, said that there are five elements that can make storytelling in marketing more effective: topical, relevant, unusual, trouble, and human (TRUTH) Augustina [6].

Storytelling Marketing Strategy in Creating Brand Awareness

In the world of marketing, the right storytelling can make the audience empathize with the brand. According to Christin et al. [7], steps that can be used to take advantage of storytelling and digital marketing or content marketing are: Take advantage of the emotional side of consumers; Create unique and interesting stories; Use the V-A-K (visual-auditory-kinesthetic) approach.

TikTok Social Media

Putra [8] stated TikTok is an application that provides unique and interesting special effects that can be used by users of this application to easily create cool short videos that can attract the attention of many people who see them. Through TikTok, users can express their emotions freely in the form of short videos using the interesting features in the application, including music features, video filter features, video effects features, live features, and voice changer features.

Conceptual Framework

The Icgaland online store is implementing a strategy to maintain its business existence in the face of competition and gain public opinion towards consumers as a product in the form of handmade artwork that supports the appearance of Indonesian women as beautiful. In an effort to create brand awareness on Icgaland by using storytelling marketing strategies and segmenting, targeting, and positioning marketing strategies. With that, the author creates a conceptual framework to find out the marketing strategy applied by the icgaland online store to create brand awareness. There is also a conceptual framework, as follows:



Figure 1. Research conceptual framework

METHOD

The methodology of this research is divided into research design and subject research, data collection methods, data analysis methods, and data validity.

Research design

The approach used in this study is a qualitative one, aiming to describe people's behavior, field events, and certain activities in detail and depth. According to Moleong [9], qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example, behavior, perceptions, motivations, actions, etc., holistically and by means of descriptions in the form of words and language in a natural context and by utilizing various natural methods. The data source to be used in this study uses a purposive sampling technique. The data collection technique used is sourced from primary data, namely conducting interviews with the owner of Icgalbrand, namely Aya, and four customers, namely Amelia, Putri, Yunita, and Mytha, and also using secondary data, namely literature studies from various posts made by Icgalbrand on the media. social media TikTok published from 2020 to 2023.

Method of collecting data

According to Sugiyono [10], data collection techniques are carried out under natural conditions using primary data sources, and data collection techniques involve participatory observation, in-depth interviews, and documentation. In this study, researchers collected data using:

1. Interview
Informants in this interview are owners and administrators, as well as customers who follow the Icgalbrand online store.
2. Observation
Observations made in this study are in the form of observing things that are done by Icgalbrand TikTok accounts in marketing or promotional activities and interactions that take place with consumers.
3. Documentation
In this study, the author will use documents in the form of written data as well as other supporting documents such as publicity on the online media Tiktok and several personal documents such as interview scripts, photos, and so on.

Data analysis

According to Miles and Huberman in Anggito & Setiawan [11] the steps for data analysis are as follows:

1. Data Collection
2. Data reduction
3. Data Presentation
4. Conclusion Drawing

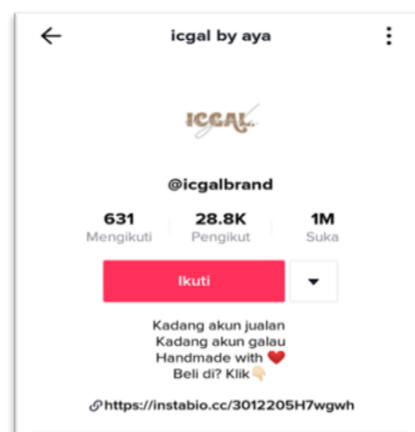
Data Validity Techniques

Sugiyono [12] argues that triangulation is a data collection technique that combines various existing data collection techniques and data sources. In this study, the authors focused on triangulation of sources and techniques where, from the results of interviews with primary data, they reviewed them with secondary data in the form of observation and documentation so that they were able to obtain valid data.

RESULTS

Marketing segmentation, targeting, and positioning strategies implemented by Icgaland

Icgaland is an online store that sells handmade accessories. Founded by Aya, it has been operating since the start of the pandemic. From the results of interviews with the owners of Icgaland, they position their brand as a brand that has value in the eyes of consumers because it has accessories products with TikTok that have beautiful designs, good quality, and affordable prices. Icgaland's online store's target market is millennial youth under the age of 20 and women who generally like to spend time on social media. This was chosen because Icgaland is aggressively marketing through social media, especially to reach a wide audience. In addition, Icgaland, as a handmade accessories store, already knows what designs and content are trending for young people and how to brand them for the target market. Based on current monitoring data, the TikTok @Icgaland social media account already has 28,800 followers, 70 uploads, and 1 million likes.

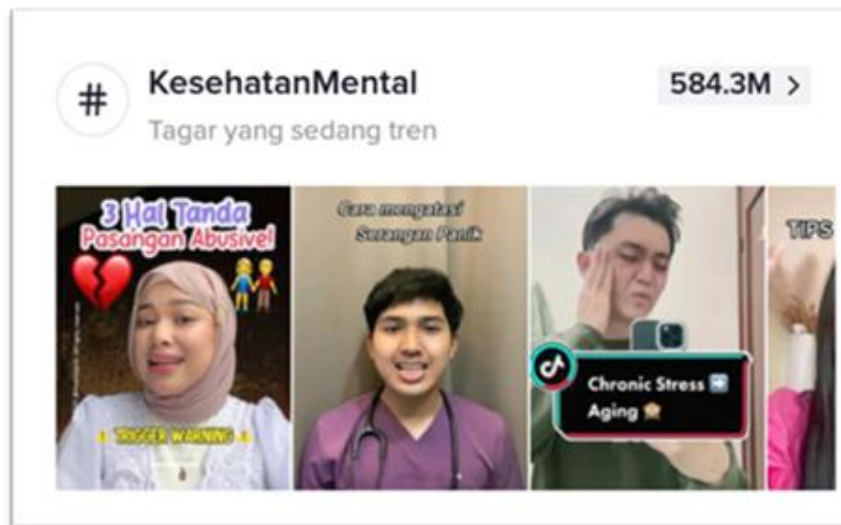


(Source: Tiktok account @Icgaland)

Figure 2 Icgaland TikTok Account Profile

Marketing strategy via social media TikTok

According to the owner of Icgaland, the use of TikTok media, especially for businesses, has quite a positive influence because this application is very popular with the public, especially millennials. As for the things that Icgaland does to attract the audience and increase the number of viewers, Icgaland has used the popular hashtag in video content that introduces one of its products related to mental illness, namely anxiety rings, which are rings with a special design for people who have anxiety disorders. Aya's source revealed that when the anxiety rings product was launched, the content experienced an increase in the number of viewers in a short time. The use of the hashtag #kesehatanmental is used in the video content of anxiety ring products because it is relevant to the product and the discussion of the content it conveys. This is also evidenced by the hashtag #mentalhealth, which is currently a popular hashtag on TikTok media and has 576.7 million viewers on the TikTok page.



(Source: <https://vm.tiktok.com/ZS8EG56rp/>)

Figure 3 Hashtags #mentalhealth

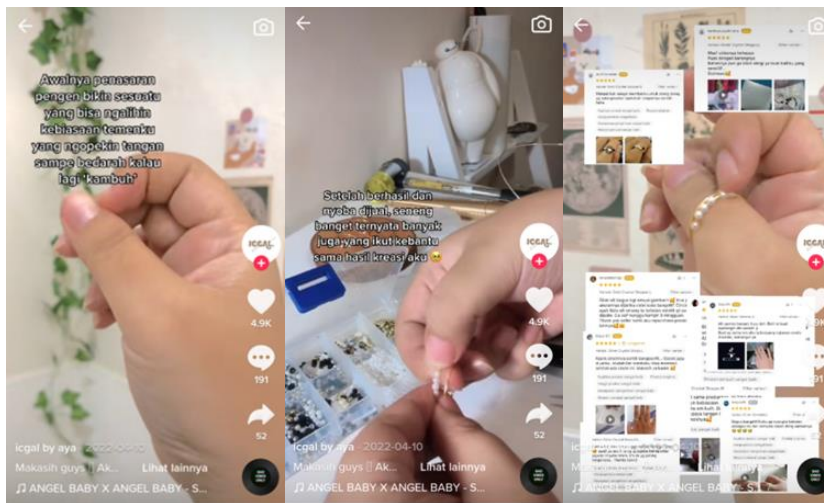
In addition to increasing the number of viewers and customer trust, Icgalbrand also always pays attention to the quality of the video content it produces. As stated by the source, Aya, apart from going through the trend, Icgalbrand also pays great attention to details in creating audio-visual content for its content. Because creative and informative content usually easily attracts the attention of the audience, it is also easier for Icgalbrand to convey messages to their hearts. Supported by statements from other data sources, namely Mytha, who is also an Icgalbrand customer, likes the content uploaded by Icgalbrand because it has good audiovisuals that are easy to accept and provides enough clear information so consumers don't hesitate to buy products from Icgalbrand.

As for the things that Icgalbrand lacks in doing marketing through TikTok, Icgalbrand has not maximized the use of the TikTok feature. It is known from interviews with owners and customers that Icgalbrand has not used the Live TikTok feature, which is currently popular, because Icgalbrand is still conducting research and studying its newest strategy. Icgalbrand also doesn't have a regular and consistent schedule for uploading videos. Because business competition through social media requires online shop account owners to update the latest trends so that the audience does not feel bored, they must have a consistent schedule for uploading content so that the audience does not go and look for other entertainment content. Because competition is getting tougher, there are more and more competitors, and technological developments are changing faster

Storytelling Marketing Strategy in creating Brand Awareness carried out by the icgalbrand online shop.

Icgalbrand has taken several strategic steps in developing and maintaining its business presence in society by creating brand awareness through marketing content on its TikTok account. In the research that the author has done, a strategy that is quite unique and interesting is found, namely storytelling marketing, which is currently being implemented by Icgalbrand.

The first strategy is to take advantage of the audience's emotional side. In this case, Icgalbrand has provided a real experience through its content. As stated in the previous discussion, Icgalbrand produces video content on mental health that is relevant to its product, anxiety rings. One of the uploaded pieces of content on Icgalbrand's TikTok tells how the anxiety rings product was created. Figure 4 shows video content that tells the story of the idea for this product, which started when Aya, as the owner of icgalbrand, wanted to help her friend overcome the habit of injuring her finger when she was feeling excessively anxious. Aya also created an anxiety ring, which she finally gifted to her friend.

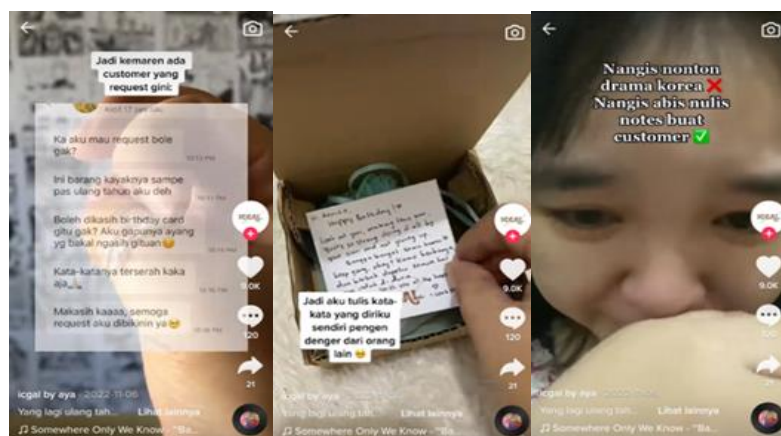


(Source: TikTok account @Icgalbrand)
Figure 4 Icgalbrand TikTok Video Content

The next video flow explains that Aya is trying to market her product to the general public because she intends to help people who have habits like her friends. anxiety rings. Apart from the beautiful design, these anxiety rings also have extraordinary benefits for some people out there. In the writer's observation, video content regarding mental health contains the TRUHT rule, namely topical, which means knowing what kind of information the audience needs at this time because many people are looking for content about mental health, even on TikTok, which is quite a popular search.

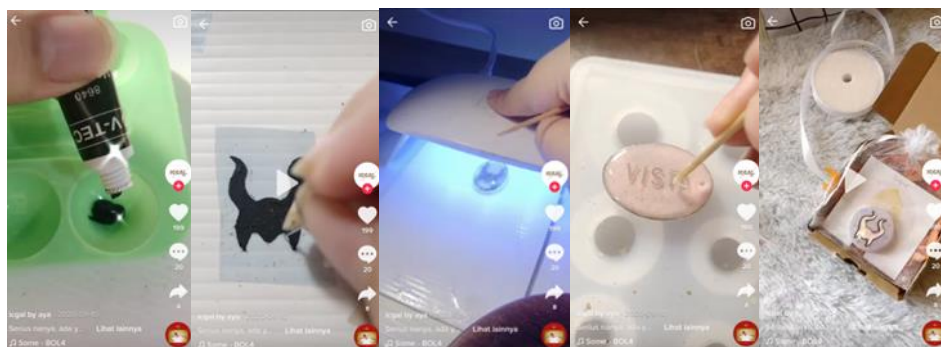
The second strategy is to display unique and interesting content so that the story conveyed leaves an impression on the audience. Creating an interesting storyline can be started by immediately bringing up the conflict, which will make content connoisseurs carry away and keep watching until the end. There is one Icgalbrand upload that tells the story of its customer when ordering Icgalbrand products; in the video, it is told that the customer ordered accessories from the Icgalbrand store to give himself on his birthday. The customer also has a request addressed to the Icgalbrand admin to write a birthday wish for himself. The customer revealed that the reason for doing this was because he felt sad without a lover, and on a special day he wanted to get a special gift. The Icgalbrand admin was touched when he found out about this request; at the end of the video content, it is shown that the admin fulfills his customer's request by showing a paper that says birthday wishes for his customers accompanied by beautiful words. In the letter, it says:

"Hi Annisa, Happy Birthday! Look at you, making it this far. You're so strong, doing it all by yourself and not giving up. I'm so proud of you. Keep going, okay? You are valuable and deserve all the beautiful things in the world. I wish you all the happiness in the world. I Love You" (Icgalbrand, 11-06-2022)



(Source: TikTok account @Icgalbrand)
Figure 5 Icgalbrand TikTok Video Content

Amelia's resource person, a content connoisseur, also responded that the video content had left an impression on her heart and that she also felt what customers felt. She also expressed her feelings of being touched by what Icgaland did to entertain its customers with beautiful words. This storytelling content already contains the Trouble principle, which means displaying conflict to keep the story interesting, because Icgaland has created an interesting storyline that starts by immediately raising the inner conflict felt by customers, which will keep content connoisseurs swept away and keep them watching until the end. The third strategy is storytelling video content using the V-A-K (visual-auditory-kinesthetic) approach. One of the uploads of storytelling video content that uses the V-A-K approach is a video of making a custom bracelet for the character Maleficent. For the visualization approach, a video is shown that describes the process of making a custom maleficent bracelet, starting from showing the materials to be used, the process of painting the character, the process of assembling the bracelet, and the process of packaging the goods ready to be sent to the customer. The video is supported by an auditory approach through sound recordings using the voice-over feature on TikTok, where the video tells in detail what processes are being carried out in the video. Apart from these two approaches, the video also fulfills the third aspect, namely kinesthetic, where in the video the focus is on a product by creating a work of art in the form of beautiful handicrafts.



(Source: TikTok account @Icgaland)

Figure 6 Icgaland TikTok Video Content

Supporting this, the response from Yunita as a customer was that when she saw the video content above, she immediately fell in love with the product made by Icgaland. From this, Yunita immediately ordered a custom bracelet with the initials of the name of the person she loved, and the results were satisfactory according to expectations. In the observation of the author of the video content for making a custom maleficent bracelet, it contains the TRUHT rule, namely "un-usual, which means looking for a different point of view so that there are surprises in the story, because in its content, Icgaland gives different things about marketing its products by sharing detailed information about product ingredients and processes. Assembling the product, Icgaland also explained the complexities he experienced when making the product, but the audience's curiosity paid off when they saw the end result of Icgaland's beautiful handmade art.

DISCUSSION

Icgaland has developed and formulated a marketing strategy for segmenting, targeting, and positioning. According to Yulizar & Efendi (13), marketing strategy can be interpreted as a series of goals and objectives, policies, and rules that give direction to the company's marketing efforts with comprehensive, integrated, and unified plans, implementation, and evaluation in the field of marketing, which provide guidance for a company.

There are two points of findings that Icgaland has made to attract an audience by increasing the number of viewers on TikTok. Specifically, using popular hashtags and maximizing quality in creating video content. According to Nurhayati and Muh Ariffudin (14), in their previous research, it was said that videos with relevant hashtags allow videos to enter FYP, and besides that, it can make it easier to search for content with hashtags that match the contents of the content. It was also explained that in producing interesting video content, one must maximize video quality by creating interesting, original, and quality content that is useful for many people.

Based on the observations of researchers, the storytelling strategy carried out by Icgaland is in accordance with what was stated by Cristin et al. namely strategic steps that can be used to utilize storytelling and digital marketing or content marketing to create story messages that are unique and easy to remember. The findings regarding the storytelling strategy steps include taking advantage of the emotional side of consumers, creating unique and interesting stories, and using the V-A-K approach. The author also makes in-depth observations that Icgaland's content fulfills the truth elements, namely topical, relevant, unusual, trouble, and human. James Lush says that TRUTH elements can make storytelling in marketing more effective.

CONCLUSION

In its marketing activities, Icgaland has developed and formulated a Segmenting Targeting and Positioning strategy so that marketing is more directed in achieving goals. In marketing through TikTok, Icgaland has paid attention to quality in making videos and following the latest trends so that it has succeeded in increasing the number of viewers. However, Icgaland has not maximized the use of the TikTok feature and does not yet have a regular and consistent schedule for uploading videos.

Icgaland chooses to do soft selling in the form of storytelling through its TikTok account which has succeeded in leaving an impression on the audience and getting the audience immersed in the content. By building relevant stories or narratives based on stories of experience, it will touch the minds and feelings of the audience, as well as succeed in increasing the number of viewers so that some of them are interested in using Icgaland products. By building a story that is in accordance with the wishes of consumers, it is able to create brand awareness in the minds of consumers.

LIMITATION

In this qualitative research, the authors are aware of the many interactions that must be built with the objects and research subjects, but due to distance and time constraints, this research must be conducted online. Lack of theoretical exploration that can deepen this research. The author is aware of this because of time constraints..

SUGGESTION

Based on the conclusions of research results related to the storytelling marketing strategy of Tiktok in Creating Brand Awareness at the @Icgaland Online store, The following are suggestions that the author conveys; hopefully, these suggestions can provide benefits for related parties based on the results of this research. As for the things that the author can convey, they are as follows:1. Icgaland Stores are expected to continue updating the latest trends so that the audience does not feel bored and must have a consistent schedule for uploading content so that the audience does not leave and look for other content. Because competition is getting tougher, there are more and more competitors, and technological developments are changing faster. 2. For business people, it is hoped that they can carry out marketing strategies through social media, especially TikTok, to reach a wider target market. In addition, it is expected to be able to understand how important brand awareness is so that it can develop company strategy

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