



Social Media Marketing Strategy on Tiktok Account @ngado.kado

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ABSTRACT

Research This aiming For know How social media marketing strategy on account tiktok @Ngado.kado. Study This use method descriptive qualitative with source of data obtained from results interviews , observations and documentation . Research This using the Social Media Marketing Theory put forward by Cris Heuer in the book Engage written by Brian Solis. Heuer stated that there are 4C elements in social media marketing, namely Context, Communications, Collaborations and Connections. The results of the study This state that give.a.gift has apply 4C elements in every activity marketing on account tiktok . First on the context element , ngado.kado do audience and trend analysis For determine use language, content message and creativity content. Second, in the communications element , ngado.kado apply communication with consumer through direct messages, comments and live streaming.

INTRODUCTION

The growth of technology in the current era of modernization is developing very rapidly and affecting various aspects of people's lives. Increasingly sophisticated information and communication technology provides convenience for its users and becomes a necessity that is difficult to separate from everyday life. This technology can be used to increase operational efficiency and profits for business actors or companies. One form of utilization of information technology is through social media, which is an effective and efficient means for product marketing. Social media facilitates the relationship between producers and consumers. Consumers can obtain information about products, while producers can meet consumers' information needs through this platform. This activity is known as social media marketing. Social media marketing uses social media technology and applications to create communication, distribution, exchange, and offers that are beneficial to stakeholders.

According to Kotler and Kertajaya, marketing has now entered the era of marketing 4.0 which integrates the human aspect with sophisticated digital technology. Social media, such as TikTok, has become a popular platform that offers easy access to information and communication. This great opportunity is utilized by companies such as Gymshark which is successful in marketing through challenges on social media. In Indonesia, TikTok is one of the most frequently used social media . used For promotion . In 2023 , TikTok topped position top as most frequently used applications downloaded . TikTok, with feature share short videos and live streaming, making it easier distribution information and interaction creative .

Ngado.kado is retail company in Yogyakarta that sells various local Indonesian perfume brands and provide guarantee authenticity products . Since its founding in 2021, Ngado.kado has used social media such as TikTok and Instagram for marketing. The TikTok account @Ngado.kado is active in market product through quality content and live streaming , using soft selling and hard selling methods . Based on data analysis , TikTok account @Ngado.kado more superior in reach and interaction compared to with Instagram account . Greater reach wide on TikTok shows the effectiveness of this platform in reach a wider audience diverse . Differences range This show that social media marketing strategies on TikTok are more effective . in-depth , observation , and documentation For explore the marketing strategies implemented by Ngado.kado . Based on phenomenon on researcher decide For take title "Social Media Marketing Strategy on Tiktok Account @Ngado.Kado" as focus main in study This . The purpose is For know What is the social media marketing strategy on the @Ngado.kado account ? In the research This own formulation problem that is How is the social media marketing strategy on the account? Tiktok @Ngado.kado? Expected study This capable explain What is the social media marketing strategy used by @Ngado.kado on the account? Tiktok .

LITERATURE REVIEW

Marketing

In its implementation, there is an important role of communication science in marketing activities. Communication marketing is activity promotion from company For offer and give meaning about action in the marketing process that provides impact on the heart Consumers . Views This is For push stakeholders so that they accept organization and what it offers as solution For problems they Good moment This or what will be come .

Implementation communication marketing is a communication process to consumers and potential consumer with a sustainable program in a way persuasive through various kinds of media platforms with objective For build connection term long with Consumers . There are steps strategic that can used by companies in apply activity communication marketing in reach objective marketing , namely :

Situation analysis (SWOT) is effort see current marketing conditions This start from competition , the audience wants to targeted , economic legal, and situation politics . Every factor This can be analyzed using SWOT, strengths that can analyze strength from the brand, the weakness that can see weakness compared to competitor brands, opportunities and threats regarding services and products in the market. Marketing Objectives is the process of determining the desired goal achieved by the brand through activity marketing activities . Marketing Strategy is stage determine the next steps that must be taken done For achieve objectives. The first thing to do seen is identify the marketing mix which includes products, which are related with matter anything related with product, price, everything related matters with price , promotion, activities promotion carried out , place, place sale done , people, dealing about consumers who want targeted .

Target Market Analysis is stages For The more knowing " who " is using the brand, so company can the more more easy For to communicate a message to the audience. Analyze a target market can categorized or seen based on demographics, psychographic behavior , and geography . Competitive Strategies are stages For know and understand similarities and differences in strategies implemented by competitors through advertising activities for companies can make a brand become known with easy and flashy in the eyes consumers .

Implementation Tactic is stages determine whether all marketing communications activities can done with right . Tactics such as scheduling, budgetary items, timelines, must be discussed so that they can be implementing marketing mix. Evaluation: Evaluation is carried out For see results from marketing communications activities , whether succeed achieve the desired objective achieved or no . With Thus , it can it is said that activity marketing company must capable make steps strategic use reach marketing objectives through communication and communication media so that activity marketing will appropriate targets on the Company's target market.

Social Media

Social media is presence - oriented container user , give they ability For activities and collaboration . With thus , social media can considered as an online media that strengthens relation between user as well as to form social network .

Social Media Marketing

Heuer shows that There is four element important , namely Context, Communication, Collaboration, and Connection. This reflects importance understand context , communicate , collaborate , and connect with user in use of social media . Fourth element the become evaluation in carry out social media marketing so that activities marketing become more effective and efficient . In determining a social media marketing strategy, it is necessary design , analysis and creativity in create content marketing in order to be able to interesting consumers and the information provided delivered with Good

Benefits of Social Media

There are several practical benefits from using social media, including:

1. Building Relationships: One of the main benefits of social media marketing is the ability to actively build relationships with consumers.
2. Building Brand: Conversations that occur through social media marketing are a very effective method for increasing brand equity, as well as strengthening brand awareness and recall, and building brand loyalty.
3. Publicity: Through social media marketing, companies have the opportunity to disseminate crucial information and correct negative perceptions.
4. Promotion: Through social media marketing, a company can provide discounts to customers to feel appreciated and feel privileged, by achieving company goals in a short time.
5. Market Research: Using tools from social networks to learn about customers, create demographic and behavioral profiles of customers, understand consumer wants and needs, and learn about the company's competitors.

Tiktok

Tiktok has become one of the social media platforms with fastest growing in the world . Tiktok allow user For make a short video 15 seconds long which can accompanied by with music , filters, and various feature creative other .

There are several main features in TikTok, namely:

1. Home Feed: Displays personalized videos based on preference user .
2. Creator: Tools for create and edit videos, including filters, effects , and music .
3. Trending Challenges: Challenges that are currently trending popular where users invited For make a video with theme certain .
4. Duets: A feature that works for users Can make a side by side video with another video.
5. Hashtag Challenges: Challenges that are accompanied by with a specific hashtag For promote participation user .

6. Live Streaming: Feature for do broadcast direct to follower .
7. Shop: Features for sell buy product from shop to user application .
8. Discover Page: Displays content popular and trending latest .
9. Direct Messaging: Users can communicate One each other through message direct

METHODOLOGY

In research thesis this , researcher use method qualitative with type study nature descriptive. Qualitative methods For explore and understand phenomenon in a way in depth . This method allow researcher For to obtain more insight comprehensive about how social media marketing strategies are implemented , and factors that influence his success.

RESEARCH RESULT AND DISCUSSION

Based on results data analysis conducted researcher , social media marketing strategy on account Tiktok Ngado.kado has fulfil 4C elements in its implementation . According to Heuer, stated that points important in social media marketing no only activity marketing That alone , but as much as What activities that can done with social media, how company share media about product , how company socialize products to the public general through social media and how company connected with consumer via social media . Convenience in use Tiktok social media make company can implementing social media marketing strategies with more easy , efficient and effective . The strategy started from analysis conducted by the company on the accounts Tiktok until reach loyalty Consumers . Activities the arranged in 4 elements of social media marketing, namely contextc , collaboration communications and connections.

Context

Points main in the context element is analysis . The company needs to do analysis towards audiences and trends on social media . Analysis This can interpreted as one of the implementation of SWOT analysis strategy in marketing as reference in determine marketing strategy . Ngado.kado use SWOT analysis as guidelines in create a content timeline accompanied by with current trend analysis This so that can make interesting content and wrapped in soft and hard selling forms . Ngado.kado own strength with offer brand perfume products known to be 100% original local , but own weakness Because available perfume variants No Can ordered in accordance request like other perfume refill shops . Opportunities that exist is trend style life moment this is where many people start interested to brand local in progress famous . On the other hand , the threat come from the amount local perfume brands just started famous but Not yet available at Ngado.kado .

With use Tiktok , company can with easy get analysis trend via fyp (for your page) videos anywhere on the page the contains appropriate videos and photos with interest User . fyp features this also allows content give.a.gift will appears on the page fyp other users who have interest against perfume products . With Thus , the content created will more appropriate target . Ngado.kado Alone own segmentation main in making content Tiktok , namely at the age of 18 - 40 years, which is still active in watch content on the application Tiktok and also active in do perfume purchase .

Communications

Social media marketing strategies can implemented with utilise various features available on TikTok so that can make it easier communication with consumers . Shimp stated that communication in activities marketing is means delivery information from company to market share. The intertwining good communication between consumer with company No let go from existence quality good service from employee Ngado.kado. Activity social media marketing closely the relation with mix communication Marketing . Mix communication marketing like advertising , personal selling, direct message and relationships society (Kotler & Keller 2016) can done through account social media Tiktok .

Advertisement product moment This No just in the form of an advertising video that illustrates product with hard selling goals. On social media implementation advertising own various more varied forms such as storytelling, content entertainment and content ask answer that can more interesting consumer For do communication. In addition, on social media tiktok there is various features that enable existence two way communication or more without top space and time so that communication can done anytime and anywhere . Types of communication like This allow company For can reach greater market share wide without ignore close consumers with location shop.

Collaboration

Collaborations are carried out with objective expand market share and increase interaction between companies and consumers . The impact expected by the company on interactions and collaborations that are carried out company expected can increase image company . Corporate image is impression in a way the whole thing made in thought public to a company . The more Good image company Of course the more tall value created by the company . Corporate image can formed through interaction with Consumers . Interaction the can in the form of service to consumer online through tiktok and also collaboration with someone who has high level of influence . Experience or experienced testimonials someone When using a the product being described to audience general can become one of collaboration that benefits the Company.

Connections

Success a social media marketing strategy can seen from various aspect like loyalty consumer , image the company and the reach that the account has Tiktok Giving.gifts . Increasingly tall the range it has account Tiktok Ngado.kado so can it is said the more high interest too consumer to products available at Ngado.kado . with the existence of social media marketing through content Tiktok and live streaming, can made into as a medium for consumer For to weave communication , forming collaboration , doing purchase product until consumer feel satisfied and become loyal consumers. Satisfaction consumer is feeling like someone who is produced from compare performance or benefit a perceived product with hope consumer to product said . While loyalty consumer Alone is commitments held in a way deep For buy or Support Back the preferred product in the future . In case This consistency quality product and also service become important so that No existence disappointment from consumers.

CONCLUSIONS AND RECOMMENDATIONS

Based on results research that has been done , can concluded that the social media marketing strategy implemented by Ngado.kado on its TikTok account has fulfil the 4C elements (Context, Communications, Collaborations, and Connections) in detail effective . The conclusion of study This is as following :

1. Context: Giving.gift succeed create relevant and interesting content with do analysis audience and trends on TikTok . The use of combination between content hardselling and softselling , as well as election appropriate language , has been capable interesting interest audience and introduce product with creative and effective way
2. Communications: Interactions that occur between Gifts and consumers through various TikTok features , such as live streaming, direct messages, and comments , have build good and efficient communication . Responsive and friendly communication has increase satisfaction and loyalty consumer to product Giving a gift .
3. Collaborations: Ngado.kado succeed expand the network through collaboration with influencers and creation giveaway content . Interactive interaction such as challenges and polls have also been increase participation audience, which contributes to the increase popularity Ngado.kado TikTok account .
4. mature and consistent social media marketing strategy has create connection positive between Ngado.kado and its consumers . Activities effective marketing has increase range TikTok account Ngado.kado , which in turn increase interest and loyalty consumer to products Giving a gift .
5. In general Overall , the social media marketing strategy implemented Ngado.kado has succeed create image positive company , improving interaction with consumers , and expand market share .

ADVANCED RESEARCH

Still conducting further research to find out more about Social Media Marketing Strategy on Tiktok Account @ngado.kado.

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