

Video Content Marketing as a Strategy to Increase Brand Awareness of PT Trusmi Group Properties on Social Commerce TikTok

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ABSTRACT

In the digital era, social media marketing has become important for increasing brand awareness and expanding audience reach. TikTok has emerged as a popular platform among the people, known for its creative and interactive content. Leveraged TikTok to increase its brand awareness. The company engages in creating relevant content and exploring innovative digital marketing strategies, especially through TikTok's interactive content and promotional features, to reach a wider audience. This research aims to examine the role of TikTok in increasing brand awareness at PT Trusmi Group Housing which operates in the Property sector. By analyzing the various marketing strategies used on TikTok, and their impact on consumer perception and memory, this research is expected to provide valuable insights for companies in designing more effective digital marketing campaigns. In addition, this research will also explore the factors that influence the success of campaigns on TikTok, including content creativity, interaction with users, and the use of influencers.

INTRODUCTION

In this digital era, marketing through social media has become a key element in increasing brand awareness and expanding audience reach (Azizah, Gunawan, & Sinansari, 2021). One of the most significant developments is the emergence of social media platforms that offer various features for content sharing. TikTok, as one of the fastest-growing social media platforms, has captured the attention of millions of users worldwide. This app allows users to create and share short, creative, and engaging videos, which often go viral in a short period (Gautama, 2022). According to research by Bulele & Wibowo (2020), TikTok – which has now expanded into Indonesia – is widely used not only as a creative outlet but also as a business tool. TikTok is one of the social media platforms that enables users to express themselves and be creative through video content (Arrofi & Hasfi, 2019).

In the context of digital marketing, brand awareness is one of the main objectives companies aim to achieve. Brand awareness refers to a consumer's ability to recognize or recall a brand, which is the initial step in the purchasing decision-making process. TikTok, with its unique characteristics and broad user base, offers vast opportunities for companies to enhance their brand awareness (Wibisana & Rosang, 2021). Through creative content, hashtag challenges, and collaborations with influencers, brands can effectively convey their messages and build stronger connections with their audiences (Manurung et al., 2023). Therefore, this report is expected to provide a positive contribution to the development of digital marketing strategies for the company. Additionally, it offers recommendations and suggestions that can help companies enhance their presence on social media and improve brand awareness. Digital marketing through platforms like TikTok is not just about having an online presence but also about utilizing its unique features to achieve marketing goals (Novalia, Annisa Syifa, Anisa Balqis, 2021).

In business development, many small and large companies are also leveraging digital marketing, including in the property sector. Property refers to intangible ownership rights, whether in the form of physical assets (real estate) or financial assets (stocks and bonds) (Kotler, 2005). The property business, or what is commonly referred to as "Real Estate," involves individual or corporate ownership of real estate, which can serve as assets in the form of land, buildings, and other forms (Levina & Sri, 2023).

This study aims to examine the role of TikTok in increasing brand awareness for PT Trusmi Group's housing division, which operates in the property sector. By analyzing various marketing strategies used on TikTok and their impact on consumer perception and recall, this research is expected to provide valuable insights for the company in designing more effective digital marketing campaigns. Furthermore, this study will also explore factors that influence the success of campaigns on TikTok, including content creativity, user interaction, and the use of influencers. Through a deeper understanding of the dynamics and potential of TikTok as a marketing tool, the company is expected to optimize the platform to achieve marketing goals and build stronger brand awareness among the public (Sangadji et al., 2024).

In the literature, creative and interactive content on social media has proven highly effective in attracting attention and increasing user engagement. For example, research by Azhari & Ardiansah (2022) shows that innovative marketing strategies on platforms like TikTok can significantly increase brand awareness and user engagement. Therefore, this study will not only focus on producing relevant and engaging content but also measure the impact of TikTok's promotional features on the visibility and brand awareness of PT Trusmi. The novelty of this research lies in its innovative approach to using TikTok as a digital marketing tool. By leveraging TikTok's unique features, such as creative and interactive short videos along with various promotional tools, this study seeks to develop a marketing strategy that is not only effective but also practical and applicable. It is expected that this research will make a positive contribution to the digital marketing strategy development for PT Trusmi's property division and serve as a reference and inspiration for further research in the field of digital marketing, particularly on the TikTok platform.

RESEARCH METHOD

This study adopts a qualitative approach to investigate digital marketing strategies for residential property using the social media platform TikTok, with the aim of increasing brand awareness. This approach was chosen to gain an in-depth understanding of the factors influencing digital marketing strategies and to explore audience perceptions and preferences regarding content and promotional features on TikTok.

SWOT Analysis

The methodological steps include conducting a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by the company in utilizing digital marketing strategies (Maghfiroh & Rahmawati, 2024).

Target Audience Determination

This study involves identifying the target audience through demographic analysis, consumer behavior, and TikTok user preferences to determine effective segmentation (Masyitoh, 2024).

Marketing Goal Setting

The process of setting marketing goals is also a focus of this study, by establishing SMART goals (Specific, Measurable, Achievable, Relevant, and Time-bound) to guide strategy development and evaluate the performance of digital marketing campaigns (Shafa & Hidayat, 2022).

Creative Content Development

This research includes the development of engaging and relevant creative content for promotion on TikTok by researching content trends, identifying effective formats, and testing content to observe user responses (Tabanan, 2022).

TikTok Promotional Features Research

This study also explores the promotional features available on TikTok and the best strategies to utilize them in digital marketing campaigns. By using this qualitative approach, the study aims to provide a comprehensive

understanding of digital marketing strategies through TikTok in order to improve brand awareness in the property sector.

RESULTS AND DISCUSSION

Trusmiland Housing stands out in the market with its focus on innovation and responsiveness in home design. The company consistently stays ahead of property trends, enabling it to offer relevant and appealing housing options. The core of the company's strategy lies in its continuous commitment to innovation and its quick response to changing consumer needs and market trends.

The digital marketing strategy of Trusmiland Housing uses TikTok as the primary platform. TikTok was chosen due to its ability to reach a broad audience in society. Literature studies highlight the importance of market segmentation, positioning, and marketing mix strategies. Koding Next can apply this by detailing target audiences, building a strong brand identity, and integrating various marketing elements on TikTok.

Digital Marketing Strategy Development Before formulating an effective digital marketing strategy on TikTok, PT Trusmiland carried out a SWOT analysis, identified the target audience, and set marketing objectives.



Figure 1. Main View of PT Trusmiland Housing Website

Source: rumahningrat.com

a. SWOT Analysis

Strengths of Perumahan rumah ningrat are illustrated through several prominent aspects. First, its credibility as a well-known property business is supported by a strong reputation. Experienced workers with a structured housing concept create a quality environment. An active marketing team is also proof of the excellence of this company, reflecting their satisfaction with housing in the company. Figure 1, the content presented by this Housing is also proven to be of quality and useful, especially for people who want to start their household journey by buying a house.

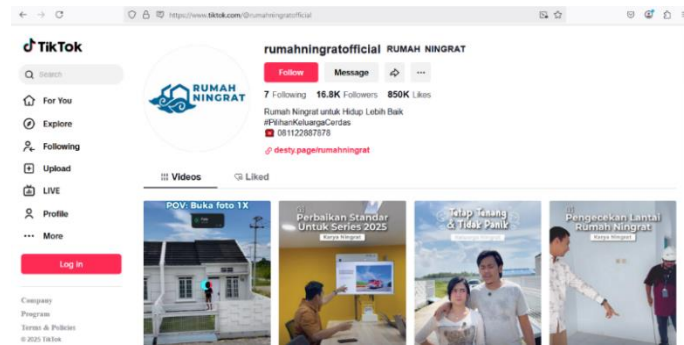


Figure 2. Profile View of PT TrusmiLand Housing TikTok Account (Rumah NINGRAT)
Source: tiktok.com

On the other hand, several weaknesses have been identified in PT TrusmiLand Housing. Figure 2 shows that the number of followers on the TikTok platform is still in the moderate category, reflecting challenges in building a loyal fanbase on the platform. The content presented on TikTok is also not yet optimal in attracting attention and increasing audience engagement. Although the promotional strategy on TikTok appears to be increasingly focused and effective, it still requires more thorough planning to maximize its promotional potential. However, PT TrusmiLand Housing has significant opportunities to capitalize on the growth of the TikTok platform. The rapidly expanding user base of TikTok, especially among today's society, offers a great opportunity for the communities surrounding TrusmiLand to present relevant and engaging content. Moreover, educational and self-development content trends are becoming more popular on TikTok, offering a substantial opportunity for Rumah NINGRAT to reach new audiences.

Nevertheless, this housing project also faces several threats. The high level of competition in the property industry on TikTok increases the challenge of capturing the attention of the same audience as competitors. Additionally, TikTok's frequently changing algorithm can affect the reach and visibility of the content posted by this housing developer. The short-lived and fast-paced nature of TikTok content can also cause housing-related content to be easily forgotten, requiring extra effort to create impressive and memorable content that leaves a strong, positive impression on TikTok users. Therefore, it is necessary for the housing developer to develop engaging and memorable content strategies to remain relevant on the platform.

a. Target Audience Determination

After conducting a SWOT analysis, the housing developer focused its marketing efforts on reaching individuals interested in housing – particularly those who are planning to start a family or already have one – by targeting them on TikTok. The target audience consists of working adults, especially those located in **Cirebon**. This segment was selected because they tend to be more open to technology and interested in gaining knowledge about the property sector. Additionally, the target audience on TikTok includes individuals interested in buying a house and living independently. By understanding these interests, the company can design more relevant and appealing content. The main goal of the marketing efforts on TikTok is to reach potential customers and individuals who

aim to enhance their personal independence. In determining the target audience, the company also considered current online behavior among society. As such, this audience is known for being social media active, especially on TikTok, and enjoys consuming both property-related and entertainment content. By targeting this group, the company hopes to build a strong relationship with potential audiences, offer added value in the home-buying process, and establish a positive brand image among communities enthusiastic about purchasing housing.

b. Marketing Goal Setting

Considering the target audience, the next step is formulating specific marketing objectives on TikTok. The primary goal is to increase brand awareness of Rumah Ningrat PT Trusmiland among the public. Through engaging and informative content, marketing on TikTok aims to introduce Rumah Ningrat PT Trusmiland as a relevant property and guide consumers to understand the importance of purchasing a home in today's era.

The next objective is to increase the number of followers on their TikTok account. By producing videos in collaboration with popular influencers on the platform, the company aims to broaden its reach and boost user engagement with valuable content. Additionally, the marketing goals include increasing traffic to the official housing website. By embedding links and invitations within TikTok content, Rumah Ningrat PT Trusmiland hopes to encourage TikTok users to visit their site. This would provide the public with more detailed information about housing development programs and other related activities offered by PT Trusmi Land.

Finally, the marketing goal also includes increasing the number of homebuyer registrations. By converting TikTok users' interest and enthusiasm into real actions, Rumah Ningrat PT Trusmiland hopes to welcome more consumers interested in building their dream homes through the housing projects offered. Thus, these marketing objectives create a complete cycle from brand introduction to conversion into actual homebuyers.

Creative Content Forms as Promotional Material for PT Trusmiland's Noble House Housing

Creative content forms play an important role in achieving Brand awareness goals. Research shows that a variety of content, including creative and effective challenges, attract the attention of TikTok users. Therefore, this Company can design content that combines elements to build appeal and increase brand awareness. Determining the type of content should be based on a deep understanding of the preferences and behaviors of the target audience. Actively involving TikTok users in creating content or participating in challenges can strengthen engagement and increase the likelihood of content going viral. To promote this Company on TikTok with creative content, some effective content forms can be considered, namely Knowledge Content, Behind-the-Scenes Learning Journey, Testimonials, and Creative video Shorts.

Knowledge Content to introduce PT Trusmiland Housing includes information about the Company, its establishment, and a list of available purchases, using an attractive design. This aims to provide the audience with a

deeper understanding of this housing and relevant information, especially for those interested in buying a house.



Figure 3. Atmosphere of the housing purchase process

Source: aboutcirebon.id

Next is showcasing behind-the-scenes activities from the home purchasing process at Rumah Ningrat PT Trusmiland, as illustrated in Figure 3. This can include moments such as off-site purchase meetings, interactions with customer service, or snippets of the housing order process. Sharing this kind of content can help build an emotional connection with the audience by offering a real and relatable view of the home buying experience at the housing complex. Additionally, sharing the home buying experience through testimonial videos with eye-catching covers can be highly impactful. These videos can tell real-life stories of how purchasing a home at PT Trusmiland housing has helped buyers find affordable living spaces. Such testimonials serve as direct evidence of the quality and credibility of the housing project.

Moreover, creating short creative videos (Creative Video Shorts) that creatively highlight the importance of owning a home for families can be especially appealing. TikTok users often enjoy content that is informative, entertaining, or simply fun, while also delivering value.

1. TikTok Promotional Features

TikTok's promotional features serve as effective tools for expanding the reach of information about Rumah Ningrat PT Trusmiland. Utilizing ads and promotional tools on TikTok significantly boosts the visibility of marketing content. Data analysis from these promotional campaigns is crucial to measure their impact on the growth of brand awareness.

Promotional strategies are tailored to align with TikTok user behavior and current trends. Campaigns that evoke emotional responses or capture attention through creative elements tend to have a positive impact on brand awareness. We have designed a promotional feature program, illustrated in Figure 4, which utilizes TikTok Ads to increase visibility and brand recognition for Rumah Ningrat PT Trusmiland.

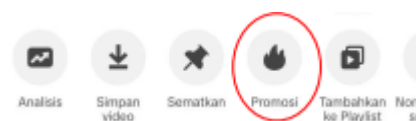


Figure 4. Tiktok Promotion Feature Icon

Source: Author's Documentation

TikTok Ads offer opportunities for the company to introduce itself to the TikTok audience. The ad campaigns feature engaging videos or link-based ads that direct viewers to an information or registration page. These advertisement videos are presented with high creativity, leaving a lasting impression of what the housing offers in the property market. We target audiences based on demographics and interests to ensure effective promotion to those interested in the property sector. The steps taken focus on targeting the right audience, campaign creativity, and measuring success, which include:

a. Audience Targeting

Defining the optimal target audience for Rumah Ningrat on TikTok, specifically people in Cirebon and surrounding areas with a primary interest in purchasing a home. This step is crucial to ensure that the campaign reaches the most relevant and potentially interested audience.

b. TikTok Ads Campaign Design

Designing an attractive and informative TikTok Ads campaign, including the use of creative videos and content that clearly conveys the intended message. The campaign will leverage branding elements such as the PT TrusmiLand logo and color scheme to maintain visual consistency. Additionally, the campaign will incorporate elements of homeownership and entertainment to ensure strong appeal to the target audience.

c. Branded Hashtag Challenges Implementation

As part of the campaign, implementing Branded Hashtag Challenges that directly engage TikTok users, as illustrated in Figure 5. These challenges are designed to inspire the creation of home-related creative content, encouraging the audience to actively participate and share their experiences. We will monitor and encourage participation by interacting directly through the hashtag.

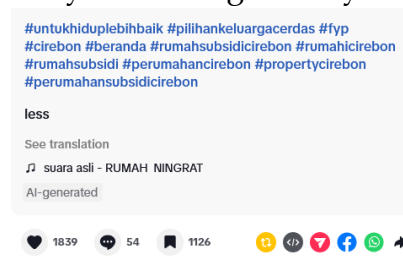


Figure 5. Promotional Content Hashtag

Source: Author Documentation

a. In-Feed Ads to Highlight Unique Aspects

The use of In-Feed Ads will focus on highlighting the unique and appealing aspects of the housing offerings. The ad videos will be designed with clear information, showcasing the company's advantages and inviting users to learn more.

b. Measuring Success

After running the promotional campaign, we utilize TikTok Ads analytics to measure its success by evaluating metrics such as number of views, engagement, new followers, and participation in challenges. The analysis results show a significant increase in view count, indicating that the promoted content successfully captured the attention of TikTok users and reached a broader

audience. Additionally, there was an increase in follower count, suggesting that the promotion not only attracted attention but also fostered a larger and more engaged community around the promoted content.

CONCLUSION

Video content marketing as a strategy to increase brand awareness for PT Trusmi Group's property business on the TikTok social commerce platform through Creative Content and Promotional Features at Koding Next Surabaya leads to several key conclusions:

1. TikTok as a Potential Platform: TikTok has proven effective in enhancing brand awareness, especially among younger generations, providing broad access to the target audience for PT Trusmi's property business.
2. Effectiveness of Creative Content: Branded Hashtag Challenges significantly increase user engagement by creating direct interaction and active participation in promoting the brand.
3. Benefits of TikTok Ads: The use of TikTok Ads enables accurate targeting and enhanced visibility, with In-Feed Ads directly highlighting the strengths of PT Trusmi's Rumah Ningrat property.
4. Measurement and Evaluation: Metrics such as new followers, challenge participation, and engagement levels indicate an increase in brand awareness. TikTok Ads analytics serve as a valuable tool to evaluate and fine-tune the strategy.

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