



## Harnessing TikTok's Marketing Potential: A Case Study of @KUCA.OFFICIAL's Communication Strategy in Inspiring Consumer Purchase Intentions

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### ABSTRACT

This research explores the marketing potential of TikTok in Indonesia, focusing on the case study of @KUCA.OFFICIAL, a brand specializing in gaming chairs. With TikTok's rapid popularity growth in Indonesia and its 113 million users, businesses are recognizing its vast marketing potential. The qualitative case study method is used, involving interviews, observations, and document analysis. The study highlights the brand's effective use of the marketing mix (4Ps) - product strategy with diverse designs, pricing strategy through discounts, interactive promotion strategy, and a distribution approach combining offline and online presence. This research provides valuable insights for businesses seeking to leverage TikTok for effective marketing in Indonesia.

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## INTRODUCTION

TikTok, a wildly popular social media platform, has quickly emerged as a global phenomenon, captivating the attention of millions of users worldwide with its short-form, engaging content (Zhang, 2022). In recent years, Indonesia has witnessed a significant surge in TikTok's popularity, making it one of the country's most prominent social media platforms (Ferdinandus & Alvin, 2023; Fuaddah et al., 2022). This surge in popularity has not gone unnoticed by businesses and marketers, who have recognized TikTok's vast marketing potential as a powerful tool to reach and engage with the Indonesian audience.

The platform has over 113 million users in Indonesia, making it the second-largest market for TikTok in the world (Riyanto, 2023). This large and engaged user base makes TikTok a prime opportunity for brands to reach their target audience.

There are a number of reasons why TikTok is such a powerful marketing platform in Indonesia (Guarda et al., 2021). First, the platform is very visual, which appeals to the Indonesian appetite for short, engaging videos. Second, TikTok is very interactive, which allows brands to connect with users in a more personal way. Third, TikTok is very affordable, making it a cost-effective way to reach a large audience.

Indonesia's dynamic and youthful demographic has played a pivotal role in fueling TikTok's growth within the country (Alvin, 2022a; Alvin & Dewi, 2022; Robin et al., 2022). With a large population of tech-savvy and digitally active users, TikTok has become a cultural force, shaping trends, fostering creativity, and enabling users to express themselves in innovative ways. The platform's easy-to-use interface, combined with its algorithmic content curation, has made it a go-to destination for users seeking entertaining and personalized content (Haenlein et al., 2020).

Some of the brands that have successfully used TikTok marketing in Indonesia, for instance Unilever which used TikTok to launch its new Rexona deodorant campaign, Gojek which used TikTok to promote its new food delivery service, and Tokopedia which used TikTok to promote its annual sale (Lestari, 2022; Septiani, 2023; Unilever, 2023).

These are just a few examples of how TikTok can be used to market products and services in Indonesia. However, there is still a lack of research on the effectiveness of TikTok marketing in Indonesia. This research article aims to fill this gap by examining the potential of TikTok marketing in Indonesia.

The business competition in social media, especially in Indonesia, requires brand owners to always innovate their products and services to get loyal consumers. The background that has been presented finds a phenomenon related to the presence of TikTok features and applications that can become business activity sites. In addition, the TikTok Shop feature can become a competitor to e-commerce Tokopedia and Shopee in Indonesia.

Kuca Official is a brand that produces gaming gear. The gaming chair is designed for gamers who have a hobby of playing games or streaming. Kuca Official only started promoting its business on social media TikTok in 2022. Interestingly, the Kuca Official brand was able to compete with its competitors

on social media TikTok, as evidenced by the fact that in the past year, Kuca Official has been able to gain 23,3K followers. In carrying out its marketing communication activities on the TikTok social media platform, Kuca Official creates interesting content such as video content that displays product reviews, provides information about product quality, as well as the design or model of the product. In addition, they also often do live streaming to promote their products.

This research aims to delve into the marketing potential of TikTok in Indonesia, investigating how businesses, including the case study of @KUCA.OFFICIAL, have utilized the platform's unique features and marketing communication strategies to attract consumer buying interest. By analyzing successful campaigns and examining the factors that contribute to TikTok's effectiveness as a marketing tool in Indonesia, this study seeks to shed light on the opportunities and challenges for brands seeking to tap into this vibrant and rapidly evolving social media landscape.

## **THEORETICAL REVIEW**

### ***Marketing Communication***

Marketing communication is a medium that companies use to inform, persuade, and remind customers directly or indirectly about the brand and/or products being marketed. The word "marketing communication" has two main parts (Firmansyah, 2020):

1. Communication: the process of thinking and understanding between individuals or between individuals and organizations. This is the process of conveying a message, whether information or ideas, from the sender through a channel to the recipient so that they can understand the intended meaning.
2. Marketing: a set of actions of organizations/companies in exchanging or sharing some value related to information, ideas, services, and their products with consumers.

Based on the two definitions of the word, it can be concluded that marketing communication is a tool used by organizations to directly or indirectly inform, remind, and influence consumers about the products and brands they sell. This communication presents the "face" of the company and its brand and also as a means of two-way conversation within the company and creating intimacy with customers.

Another definition states that marketing communication is a medium of information, persuasion, and reminder that companies use in relation to brands or goods that businesses market (Alvin, 2022b; Octora & Alvin, 2022). In a certain sense, this communication is what becomes the representative of the brand or the company itself. Through strengthening loyalty, companies can write contributions to consumer brand equity. Communication also works by showing customers what the product is like and the background behind its use, who uses it, where, and when. Producers, companies, and the meaning of the brand are some of the things that customers can learn, where they will also be

encouraged to try or use it. Consumers can contribute to brand equity by establishing the brand in memory, building brand image, and increasing sales.

### *Marketing Mix*

The marketing mix is a set of controllable variables that a firm can use to influence the buyer's response. It is a dynamic framework that can be adapted to the specific needs of a business. The elements of the marketing mix can be combined in different ways to create a marketing strategy that is effective for a particular product or market.

The marketing mix was first introduced by Neil Borden in 1964, and has since become one of the most widely used frameworks in marketing (Borden, 1964). The traditional marketing mix consists of four elements, or "Ps": product, price, place, and promotion.

1. **Product:** the product is the good or service that the firm is offering to the market. It includes the product's features, benefits, quality, and design. The product element of the marketing mix is concerned with creating a product that meets the needs of the target market and that offers a competitive advantage.
2. **Price:** the price is the amount of money that the customer pays for the product. It is influenced by factors such as the cost of production, the competitive environment, and the perceived value of the product. The price element of the marketing mix is concerned with setting a price that is profitable for the firm and that is attractive to the target market.
3. **Place:** the place refers to the way in which the product is distributed to the market. It includes the channels of distribution, the location of retail outlets, and the transportation and storage of products. The place element of the marketing mix is concerned with making the product available to the target market in a convenient and efficient manner.
4. **Promotion:** the promotion refers to the activities that the firm undertakes to communicate the product to the market. It includes advertising, public relations, sales promotion, and direct marketing. The promotion element of the marketing mix is concerned with creating awareness of the product, generating interest in the product, and persuading the target market to buy the product.

In recent years, the marketing mix has been extended to include additional elements, such as people, process, and physical evidence (Hashim & Hamzah, 2014). The people refers to the employees who interact with customers. It includes the sales force, customer service representatives, and retail staff. The people element of the marketing mix is concerned with ensuring that the employees who interact with customers are knowledgeable about the product, are friendly and helpful, and create a positive experience for the customer.

The process refers to the way in which the product is delivered to the customer. It includes the order fulfillment process, the customer service process, and the returns process. The process element of the marketing mix is concerned with ensuring that the customer has a smooth and efficient experience when buying and using the product.

The physical evidence refers to the tangible aspects of the product or service. It includes the packaging, the décor of retail outlets, and the website. The physical evidence element of the marketing mix is concerned with creating a physical environment that reinforces the brand image and that makes the customer feel comfortable and confident in buying the product.

The marketing mix is a valuable tool for businesses of all sizes. It can help businesses to understand the needs of their customers, to develop products and services that meet those needs, and to communicate the value of their products and services to the market.

The marketing mix is a dynamic framework that can be adapted to the specific needs of a business. The elements of the marketing mix can be combined in different ways to create a marketing strategy that is effective for a particular product or market. Despite its limitations, the marketing mix is a valuable tool that can help businesses to succeed in the marketplace.

## **METHODOLOGY**

This research employs a qualitative case study method with the aim of obtaining a comprehensive and in-depth understanding of a specific entity (Leavy, 2017). The case study approach involves conducting a detailed investigation concerning individuals, groups, organizations, program activities, and other relevant subjects within a particular timeframe (Yin, 2018).

Sampling for this qualitative research will use purposive sampling, selecting participants or cases that provide the most relevant and significant information related to the research focus. The sample size will be determined based on data saturation, where data collection continues until no new insights or themes emerge.

Data collection in this case study will be done through interviews, observations, and documentation. The researchers interviewed three informants.

1. Rio Ricardo: the owner of the brand Kuca Official. He is currently 23 years old. As the owner of Kuca Official, Rio Ricardo actively participates in the overall planning and activities of the brand, from operations to marketing. Therefore, Rio Ricardo is the appropriate person to be considered as a key informant.
2. Noah: involved in the marketing communication activities of Kuca Official. He is currently 22 years old. Noah's role is to be the live host on Kuca Official's TikTok social media account. His presence as a live host for the brand greatly contributes to attracting consumer buying interest.
3. Aditya Mandala Putra: a content creator for the Kuca brand and is currently 21 years old. He plays a significant role in creating captivating content that is essential for increasing consumer buying interest in the brand.

Semi-structured interviews will be conducted with key stakeholders, individuals, or representatives from the entity under study, allowing participants to express their perspectives and experiences related to the

research topic. Direct observations will also be conducted to capture real-time behaviors, activities, and interactions within the entity. Relevant documents, records, reports, and other materials related to the case study entity will be collected and analyzed to supplement the data obtained from interviews and observations.

The collected data from interviews, observations, and documentation will be transcribed, organized, and coded for thematic analysis. This analysis will identify recurring themes and patterns, contributing to a comprehensive understanding of the research subject.

To ensure the credibility and trustworthiness of the findings, the researcher will employ strategies such as member checking, peer debriefing, and triangulation to validate the data and interpretations. Ethical guidelines will be followed throughout the research process to protect participants' rights, confidentiality, and informed consent.

In conclusion, the qualitative case study method is preferred for this research, as it allows for a detailed and comprehensive exploration of the selected entity within a specific activity or period. By employing this approach, the study aims to contribute valuable insights and knowledge to the field of study. Lincoln & Guba have emphasized that a case study is a detailed and comprehensive investigation encompassing all aspects related to the subject under examination.

## **RESULTS**

### **The 4Ps of Marketing Mix and Their Relevance to Kuca Brand**

In running a business, a marketing strategy is undoubtedly necessary to market its products. The strategy in the marketing mix is a fundamental approach for a company to position its products in the targeted market. The basic indicators inherent in the marketing mix are commonly known as the 4Ps, consisting of product strategy, price strategy, distribution strategy, and promotion strategy. The relevance of these 4Ps indicators to the brand Kuca's marketing communication strategy, as explained through interview analysis, can be observed as follows:

#### **Product Strategy:**

The product strategy is a crucial tool used by companies to attract consumers by modifying their products to make them more appealing, thus generating consumer desires to purchase the offered products. In implementing this strategy, Kuca, a brand specialized in gaming chairs, offers high-quality gaming chairs and strives to provide the best products to attract consumer interest. The products offered by Kuca come in various variations, featuring high-quality materials, appealing designs, and outstanding quality. Kuca pays meticulous attention to product quality and incorporates distinctive features that can attract consumer buying interest. The results conveyed by the research interview participants are as follows:

1. Variations:

*"Hmm, regarding the variations, we have various color combinations and cute graphics. We have combinations like black and red, black and white, pink and white, pastel red, and many other colors, with attractive graphics added to them, you know." (Rio, 2023)*

2. Quality:

*"Hmm, when it comes to quality, there's no doubt about it. We have high-quality products. For example, our gaming chair made of leather is stain-resistant, making it easy to clean. We also offer a 5-year warranty to reassure and attract consumers. So, in short, our products are definitely of high quality." (Rio, 2023)*

3. Design:

*"Alright, our gaming chairs have cute and attractive designs. For instance, we have a yellow chair with a Pikachu design, and there's also a red and black one with the Superman logo. And there are many more designs available. Moreover, some chairs are designed without footrests, while others have footrests. The head and lumbar supports are designed excellently, providing comfort for those using the chairs. We also use SGS-certified steel bars and high-quality five-claw steel chair legs." (Rio, 2023)*

4. Service:

*"Compared to competitors, I can confidently say that Kuca's gaming chairs have a reasonable price without compromising on quality. We even offer a 5-year warranty for our gaming chairs." (Rio, 2023)*

Price Strategy:

Price is undeniably important, as it represents the agreement between the brand owner and consumers. Companies must set prices that suit the market to generate consumer interest in buying their products. In implementing this indicator, Kuca carefully considers its pricing to compete effectively in the market. Based on the interview conducted by the researcher, Kuca's strategy includes providing discounts on specific products during events. The purpose of this strategy is to increase consumer interest in purchasing gaming chairs. The interview excerpt is as follows:

*"Of course, we always offer discounted promotions during every live session on TikTok. We also have regular monthly promotions, like on twin-number days, such as 1.1, 2.2, and also end-of-the-month discounts from the 25th to the end of the month. There are no specific requirements for these discounts, as everything is prepared in our TikTok application. For example, there's a 10-15% discount with a minimum purchase of 500 thousand rupiahs." (Rio, 2023)*

Kuca determines its prices based on the quality and design of each product offered. When selecting brands to sell, Kuca always considers the target market.

#### Promotion Strategy:

Promotion is a vital effort to promote products to consumers and influence their purchasing decisions. Companies play a significant role in promotional activities to introduce products and influence consumers to buy what is being offered. Kuca promotes its products through live streaming activities, creating attractive video content, and providing various promotions to attract consumer buying interest. Additionally, Kuca conducts various events at college campuses as part of its marketing promotion.

#### Distribution Strategy:

Distribution, or place, refers to the effort made by the brand owner to reach consumers concerning the products sold, in this case, gaming chairs. In other words, distribution strategies are determined so that the brand owner can reach consumers. Kuca has an offline office located at Gading Serpong Cluster Grisea Timur No. 27, Tangerang. The location of the office is strategic, being close to campuses, as Kuca's target market consists of young gamers. Additionally, Kuca utilizes several marketplaces, including TikTok Shop. The following is a quote from the interview:

*"That's correct, for our office or marketing activities, we do things like live streaming, content creation, and other operational activities here." (Rio, 2023)*

Kuca believes that online marketing activities are more interactive and easily accessible, supported by features like TikTok live, which facilitates smooth marketing processes, enabling direct inquiries from potential consumers. The presence of hosts and TikTok live features is undoubtedly beneficial to Kuca in attracting consumer interest. The following excerpt is from an interview with one of the informants:

*"With live streaming, customers can interact directly with the hosts. So, if there are any questions, they can be answered directly by the hosts. For instance, when customers want to buy something, the hosts will provide detailed explanations about the products the customers want to purchase. So, when they use TikTok live, there's this interaction between customers and hosts." (Noah, 2023)*

In conclusion, the online distribution approach is more likely to attract consumer interest, given the accessibility through mobile phones and the internet, which facilitate Kuca's marketing activities. Additionally, the presence on multiple marketplaces contributes to broader brand recognition among the public or consumers.

## DISCUSSION

In today's competitive business landscape, a well-defined marketing strategy is imperative for businesses to effectively promote and sell their products (Durmaz & Efendioglu, 2016). The marketing mix, consisting of four fundamental elements - product, price, promotion, and distribution, known as



the 4Ps, serves as the cornerstone of any successful marketing approach. For brands like Kuca, specializing in gaming chairs, understanding and implementing the 4Ps are critical to positioning their products in the targeted market and attracting consumer interest. This discussion delves into the significance of the 4Ps of marketing mix and their relevance to Kuca's marketing communication strategy, drawing insights from interview analyses.

The product strategy is an essential tool employed by companies to entice consumers by modifying their products to make them more appealing and generate consumer desires to make a purchase (Schweidel et al., 2022). Kuca, a brand recognized for its gaming chairs, adopts a meticulous product strategy aimed at offering high-quality gaming chairs designed to captivate consumer interest. Kuca's product range boasts a wide variety of color combinations and attractive graphics, including black and red, black and white, pink and white, pastel red, among others, enhancing the aesthetic appeal of their chairs (Rio, 2023).

Moreover, Kuca places significant emphasis on product quality, assuring consumers that their gaming chairs are stain-resistant, easy to clean, and equipped with a 5-year warranty, establishing trust and attracting consumer confidence (Rio, 2023). Additionally, Kuca showcases innovative and eye-catching designs, featuring chairs with Pikachu graphics, Superman logos, and more, catered to the preferences of their target audience (Rio, 2023). The brand's commitment to using SGS-certified steel components for durability further distinguishes their products in the market (Rio, 2023). Kuca's product strategy aligns with consumer needs and preferences, resulting in a distinctive brand image that appeals to gaming enthusiasts.

Furthermore, price plays a pivotal role in the consumer decision-making process, with consumers seeking products that offer value for their money (Klein & Sharma, 2022). In executing the price strategy, Kuca carefully considers its pricing to effectively compete in the market. The brand employs a strategic approach, providing discounts during live streaming sessions on TikTok and regular monthly promotions, often coinciding with twin-number days, such as 1.1 and 2.2, as well as end-of-the-month discounts (Rio, 2023). This dynamic pricing tactic seeks to boost consumer interest and drive sales of their gaming chairs.

Kuca's pricing strategy aligns with its commitment to offering high-quality products at reasonable prices, ensuring that consumers perceive value in their purchases. By providing discounts and promotions, Kuca seeks to establish long-term relationships with its customers, fostering brand loyalty and positive word-of-mouth marketing. The brand's pricing strategy effectively captures the attention of budget-conscious consumers while maintaining the perceived value of their gaming chairs.

Promotion is a vital aspect of marketing that aims to introduce products to consumers and influence their purchase decisions (Chauhan et al., 2023; Ferdinandus & Alvin, 2023; Putri & Alvin, 2023; Yasmin & Alvin, 2023). Kuca is actively engaged in promoting its gaming chairs through innovative channels, such as live streaming activities and creative video content. By utilizing TikTok

live streaming, Kuca creates a personalized and interactive shopping experience, allowing consumers to interact directly with hosts, ask questions, and receive detailed explanations about products before making a purchase (Noah, 2023). This approach fosters a sense of trust and transparency, enhancing consumer confidence in their buying decisions.

Additionally, Kuca leverages various promotional events, particularly on college campuses, as part of its marketing strategy. These events not only enable Kuca to maximize its brand exposure among its target audience - young gamers - but also create a buzz and excitement around their gaming chairs (Backman, 2018). The brand's promotion strategy focuses on engagement, creativity, and relatability, appealing to the interests and lifestyles of their consumer base.

Another interesting point is distribution. It is often referred to as place, and is considered critical component of the marketing mix, as it encompasses the effort made by the brand owner to reach consumers with their products. Kuca adopts a well-thought-out distribution strategy to effectively bridge the gap between the brand and its target consumers. The brand's offline office, strategically located near college campuses, positions Kuca where its target market frequently spends time, ensuring greater brand visibility and accessibility (Rio, 2023).

In addition to physical presence, Kuca embraces online platforms, particularly TikTok Shop, to extend its market reach. The brand's online marketing activities, including TikTok live streaming, have proven to be highly effective in facilitating direct interactions between consumers and hosts, resulting in a more personalized shopping experience (Noah, 2023). These interactive marketing initiatives reinforce Kuca's commitment to understanding and engaging with its consumers, enhancing brand loyalty and advocacy.

The 4Ps of marketing mix - product, price, promotion, and distribution - are the cornerstone of any successful marketing strategy. For Kuca, a brand specializing in gaming chairs, these 4Ps hold great significance in shaping its marketing communication approach. Through a meticulous product strategy focused on quality, design variety, and innovative features, Kuca captures consumer desires and establishes itself as a distinctive brand in the competitive market. The brand's pricing strategy, offering competitive prices and regular discounts, effectively strikes a balance between affordability and perceived value, fostering brand loyalty among budget-conscious consumers. Furthermore, Kuca's promotion strategy, driven by interactive channels and creative content, engenders consumer engagement, trust, and positive brand perception. Finally, the brand's distribution strategy, combining physical and online presence, effectively bridges the gap between the brand and its target consumers, enhancing market accessibility and recognition.

## **CONCLUSIONS AND RECOMMENDATIONS**

TikTok has rapidly emerged as a global phenomenon, captivating millions of users worldwide with its short-form, engaging content. Indonesia has experienced a significant surge in TikTok's popularity, making it one of the

country's most prominent social media platforms. With over 113 million users, Indonesia represents the second-largest market for TikTok globally, presenting a prime opportunity for brands to reach their target audience.

The research article aims to explore the marketing potential of TikTok in Indonesia, with a focus on how businesses, including the case study of @KUCA.OFFICIAL, have utilized the platform's unique features and marketing communication strategies to attract consumer buying interest. The qualitative case study method was employed to gain a comprehensive understanding of Kuca's marketing approach on TikTok.

The research findings highlight the relevance of the 4Ps of the marketing mix to Kuca's marketing communication strategy. Kuca successfully employs a meticulous product strategy by offering high-quality gaming chairs with various attractive designs and features, catering to the preferences of their target audience. The brand's pricing strategy includes regular discounts and promotions during live streaming sessions, effectively capturing the attention of budget-conscious consumers.

Kuca's promotion strategy revolves around innovative content creation and interactive live streaming, allowing direct interactions between hosts and consumers. This personalized approach fosters trust and transparency, enhancing consumer confidence in their buying decisions. The brand's distribution strategy combines offline presence near college campuses and online platforms like TikTok Shop, ensuring broad market reach and accessibility.

The research article sheds light on the effectiveness of TikTok marketing in Indonesia, exemplified by the case study of Kuca Official. The study emphasizes TikTok's visual and interactive nature, aligning with the preferences of Indonesia's dynamic and youthful demographic. Successful examples of brands utilizing TikTok marketing in Indonesia, including Unilever, Gojek, and Tokopedia, further demonstrate the platform's vast marketing potential.

This article fills a gap in the understanding of TikTok's marketing effectiveness in Indonesia. By delving into the strategies and experiences of Kuca Official and other successful brands, the study contributes valuable insights for businesses seeking to leverage TikTok as a powerful marketing tool. The research reaffirms the significance of the marketing mix elements in formulating successful marketing communication strategies and positioning brands effectively in the Indonesian market.

However, it is essential to acknowledge that the study has some limitations. The qualitative case study method may limit generalizability to other contexts, and the sample size of three informants may not represent the entire market. Further research is warranted to explore the broader impact of TikTok marketing across various industries and consumer segments in Indonesia.

Despite these limitations, the research article underscores TikTok's growing influence on Indonesia's social media landscape and its potential as a powerful marketing platform. Brands, including Kuca Official, have demonstrated how creative content and interactive features can attract and engage consumers effectively. As TikTok's popularity continues to rise,

businesses must stay attuned to its evolving marketing landscape to capitalize on its vast potential in the Indonesian market.

### **FURTHER STUDY**

While this research article provides valuable insights into the marketing potential of TikTok in Indonesia and the relevance of the 4Ps of the marketing mix to a specific brand, Kuca Official, there are still several areas that warrant further investigation.

One area that could be explored is the impact of TikTok on brand awareness and purchase intention. Studies could be conducted to measure how exposure to TikTok content affects consumers' awareness of brands and their likelihood of purchasing those brands.

Another area that could be explored is the effectiveness of different marketing strategies on TikTok. Studies could be conducted to compare the effectiveness of different types of content, such as product reviews, challenges, and live streams.

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