



## Comparative Study of Digital Marketing Communication Strategies of Somethinc, Scarlett Whitening, and Skintific Brands Through TikTok Live Streaming Media

Nifta Alifatul Khotijah<sup>1\*</sup>, Andre Rohmanto<sup>2</sup>, Ign. Agung Satyawan<sup>3</sup>  
Sebelas Maret University

**Corresponding Author:** Nifta Alifatul Khotijah

[niftaalifatulkh@student.uns.ac.id](mailto:niftaalifatulkh@student.uns.ac.id)

---

### ARTICLE INFO

*Keywords:* Advertising,  
Comparative,  
Communication, Digital

*Received :* 8, January

*Revised :* 16, February

*Accepted:* 29, March

©2024 Khotijah, Rohmanto, Satyawan:

This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study aims to analyze and compare digital marketing communication strategies used by Somethinc, Scarlett Whitening, and Skintific brands through TikTok Live. The research method used is a qualitative study by applying media content analysis methods using STP (Segmentation, Targeting, Positioning) and S-W-O-T (Strengths, Weaknesses, Opportunities, Threats) analysis. The research data was obtained through observation of content and interactions that occurred during live broadcasts on TikTok Live, which included digital media characteristics, convergence, and digital media elements. The results of this study show that the three brands have different approaches in their digital marketing strategies through TikTok Live. In this research, we compared digital marketing strategies between Somethinc, Scarlett, and Skintific brands through TikTok Live. The results showed that each brand has a unique approach in their digital marketing strategy through TikTok Live. In terms of segmentation factors, these three brands use different approaches. S-W-O-T analysis shows that each brand has its own strengths and weaknesses in their digital marketing strategy. The success of these brands in positioning themselves in the cosmetics industry through TikTok Live is heavily influenced by their ability to leverage internal strengths, overcome weaknesses, seize opportunities, and deal with existing threats.

---

## **INTRODUCTION**

In the world of marketing, the evolution of internet usage such as consumer technology platforms such as desktops, laptops, smartphones, and other online devices has changed strategies in the marketing system (Dhini Sari Sembiluh & Wahyu Sulistiad, 2022).

Online marketing (internet marketing) is a method that incorporates new media in the implementation of marketing strategies (Abdullah et al., 2020)

Internet marketing is a form of marketing that is carried out in a modern manner as well as a new hope and new breakthrough for companies and is expected to have a positive effect on the company (Lestari & Saifuddin, 2022)

Internet marketing allows advertisers to communicate directly with potential customers regardless of time or place (D. F. Hadi et al., 2021). Internet marketing not only aims to increase sales, but also to promote new products and services, as branding, and to foster relationships with customers to reach as many target customers as possible (Novitasari et al., 2022).

Digital marketing has become an important aspect in marketing strategies for many brands and companies in today's digital era (Fadly & Sutarna, 2020). With the development of technology and increasingly widespread internet penetration, brands are competing to attract consumer attention through various digital platforms. One of the increasingly popular social media platforms is TikTok (Gunawan AjiFatkhul Minan et al., 2022). TikTok as one of the fastest growing social media platforms. Offering an opportunity for brands to reach a wide audience and interact directly through live streaming features (Supriyanto et al., 2023).

This makes cosmetic and skincare brands see great potential in utilizing TikTok Live streaming as an effective marketing communication tool (Ramadhani et al., 2023). However, despite using the same platform, the digital marketing strategies implemented may differ from each other. At this time, marketing communication has become very important in human life (Amelia et al., 2023). Because the marketing industry is related to the fulfillment and service of human needs (Taan et al., 2021). Cosmetic business competition in Indonesia has experienced rapid development (Andina Nur Ramadhani & Siti Masitoh, 2019). This development creates business competition that is increasingly complex and uncertain, resulting in many challenges that must be faced by companies.

With a population of around 267 million people in Indonesia and under the age of 30 (Meyyfa Nuri Yanti et al., 2023) Indonesia is a promising market for skincare or cosmetic companies. Cosmetics are now a huge trend around the world (Latief et al., n.d.). Therefore, in this study, researchers will conduct research on how digital marketing communication strategies carried out by skincare brands Somethinc, Scarlett, and Skintific through TikTok Live media. The three brands were chosen for being the best-selling cosmetic and facial care brands in e-commers in 2022 according to Kompas.co.id.



Figure 1. Chart of Top 5 Best Selling Skincare Brands in E-Commerce  
Source: Kompas.co.id (2022)

Currently, there is a lack of a comprehensive understanding of the use of TikTok Live streaming as a digital marketing communication platform for cosmetic and skincare brands. Moreover, no research has been conducted to compare the digital marketing communication strategies implemented by Somethinc, Scarlett Whitening, and Skintific through TikTok Live streaming. Therefore, this study will discuss how the digital marketing communication strategy of the Somethinc, Scarlett Whitening, and Skintific brands through TikTok Live streaming media? The data that has been obtained can be compared and evaluated to understand the associated advantages, weaknesses, opportunities, and threats.

The main purpose of this study is to compare digital marketing strategies used by Somethinc, Scarlett, and Skintific brands through TikTok Live. This research is important because it contributes to the understanding of digital marketing communication strategies in the context of TikTok Live streaming media. Through comparative analysis, this study can reveal the advantages and disadvantages of the strategies applied by Somethinc, Scarlett Whitening, and Skintific. In addition, this research will also identify opportunities and threats faced by the three brands in implementing digital marketing communication strategies through TikTok Live streaming. The results of this study can provide valuable insights for marketing practitioners (Ajibulloh, 2021) and decision-makers in the cosmetics and skincare industry, as well as provide a foundation for the development of more effective digital marketing communication strategies in the future.

## LITERATURE REVIEW

### 1. Digital Communication Strategy

According to Middleton communication strategy is the best combination of all communication elements ranging from communicators, messages, channels (media), and receivers to influences designed to achieve optimal communication goals. In the book "Marketing Management", (Kotler & Keller, 2012) IN explains that marketing communication is a means that companies use to inform, persuade, and increase consumers (directly or indirectly) about the products and brands they sell. (Moch Sugiharto, 2022) (Moch Sugiharto, 2022).

Digital marketing communication or digital marketing is an activity in the field of marketing that utilizes platforms on the internet to reach target

consumers, digital marketing is defined as marketing products or services through the internet called marketing-i, web marketing, online marketing, e-marketing, or e-commerce. Social media offers a more individual, personal, and two-way form of communication, exposing through social media marketers can know their consumer habits interact personally, and build deeper attachments. (Moch Sugiharto, 2022)

### 1. Live Streaming

To increase sales, producers need to pay attention to promotional strategies, one form of promotional strategy that has a wide scope and has a big impact is live streaming. Livestreaming is an interactive form of internet-based multi-media entertainment whose popularity has grown rapidly worldwide since 2011 (Hilvert-Bruce et al., 2018). This live broadcast has become a fairly popular medium because consumers can be directly involved, and the existence of technology allows direct interaction. As a promotional media, live streaming is a breakthrough: "These unique features make live streaming a new medium to consumers and a powerful marketing tool for e-commerce. For example, individual sellers and small businesses can create their product demonstration via live streaming". The presence of live streaming will build consumer trust when shopping online. Efforts to build trust are very important because internet media is not able to present the atmosphere and products as well as conventional shopping. However, the existence of the live streaming feature allows business people to communicate in detail, and demonstrate and answer prospective buyers' questions directly (Saputra & Fadhilah, 2022). Live streaming is part of an effort to make a product known to the public so that it can have an impact on the product. So it can be said that live streaming is part of advertising. (Anisa, 2022)(Putri, Setyawan, Putra, & Khatimah, 2023)

Live streaming is defined as a platform that is part of a trading feature that integrates social interaction in real time into electronic commerce. Consumers can post their comments on the comment feature, which scans the screen in real time to communicate with sellers (Song & Yu-li Liu, 2021). This activity can take place simultaneously when the seller displays and presents his product. In addition, consumers can communicate with other consumers to get the information they need about the type or quality of the product. From this, it can be said that livestreaming is a promotional space or media that provides information, influences, or seduces consumers to use, buy, and be loyal to the product. The use of visual appeal, namely the presence of attractive and clear images, appropriate and up-to-date product explanations, and the use of legible fonts makes it easier for the product to be understood by consumers. By looking and reading, consumers can choose wisely and decide which products they want to buy. (Anisa, 2022)

### 2. STP

In the field of marketing, we understand STP (Segmenting, targeting, and positioning) as a strategy for marketing commodities or services. According to Kotler (2012: 292), there are 3 components in the design of marketing, namely segmenting, targeting, and positioning. (Sani & Aslami, 2022)

- a. Segmenting is the process of grouping heterogeneous wholes into groups or segments that have similarities in terms of needs, desires, behavior, and response to specific programs. Segmenting is dividing groups of buyers from a market with different wants, characteristics, and characteristics. Market segmentation is the activity of dividing the consumer market into different groups. Consumers who have the same or almost the same characteristics of each of these groups.
- b. Targeting is an activity that determines the target market, which is not choosing one or more segments to serve. Evaluating, selecting, selecting, and reaching consumers who will be the target is targeting.
- c. Positioning, which is how the company harmonizes product position to consumers. What is the difference between the company's products compared to competing products and what are the advantages? According to Tiptono and Chandra, positioning is an action or steps taken by companies to offer Nilai where consumers understand and appreciate what a company does compared to its competition in one segment. Positioning is to place products for the group or segmentation, but try to instill product criteria in the minds of consumers in the segment that has been chosen. (Sani & Aslami, 2022)

### 3. S-W-O-T

SWOT Analysis Theory is a method used to plan a strategy based on strengths, weaknesses, opportunities, and threats. SWOT is commonly used to analyze a strategy based on existing conditions where a plan will be made to carry out a certain activity or evaluate improvements to the work program that has been implemented (Tamara, 2016), SWOT analysis evaluates internal strengths and weaknesses, as well as external opportunities and threats in the organizational environment. (Wulandari, 2021).

Internal analysis is used to identify the resources, capabilities, core competencies, and competitive advantages inherent in the organization. External analysis identifies market opportunities and threats by looking at competitors' resources, industry environment, and general environment. The purpose of the SWOT analysis is to use the knowledge that the organization has about the internal and external environment and to formulate appropriate strategies (Wulandari, 2021)

## METHODOLOGY

This research uses a qualitative approach to compare the digital marketing strategies of Somethinc, Scarlett, and Skintific brands through TikTok Live. The qualitative approach allows researchers to understand and analyze the context and meaning behind the marketing strategies (Febrian & Ahluwalia, 2020) used by the three brands.

In this approach, the study uses a literature study method to gather information about digital marketing strategies that have been implemented by cosmetic and skincare brands in general. The literature study provides an important knowledge base for understanding current trends and practices in digital marketing, as well as assisting in comparing marketing strategies used by related brands.

Furthermore, this study used media content analysis methods to analyze the content posted by the Somethinc, Scarlett, and Skintific brands on TikTok Live. Media content analysis involves identifying, classifying, and interpreting the meaning of those contents (Sakinah et al., n.d.). Through this method, research will identify the dominant marketing strategy themes, communication styles used, the types of content most often posted, and interactions with audiences that occur on TikTok Live media. The results of the analysis will be interpreted to reveal relevant findings and patterns in digital marketing communication strategies (I. P. Hadi, 2020) applied by Somethinc, Scarlett Whitening, and Skintific through TikTok Live streaming.

These findings will be linked to a theoretical framework using STP (Segmentation, Targeting, Positioning) and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. This will provide deeper insight into how these three brands integrate TikTok Live media in their marketing strategies and use digital media elements effectively. Through a combination of literature study methods and media content analysis, this research will provide a comprehensive understanding of marketing strategies (Dewanto Putra Fajar et al., 2021) including digital marketing strategies for Somethinc, Scarlett, and Skintific brands through TikTok Live.

#### 1. Literature study methods

The literature study method was used in this study to collect information related to digital marketing strategies that have been implemented by cosmetic and skincare brands in general. The following steps are taken in the literature study method (Longgana et al., 2022):

##### a. Source Identification

First, identify relevant sources such as scientific journals, articles, books, research reports, and trusted online sources that discuss digital marketing strategies in the cosmetics and skin care industry. These sources can be obtained from academic databases, libraries, and trusted online sources.

##### b. Source Selection

The identified sources are then assessed on their relevance, reliability, and credibility. Sources that fit the research focus and have good quality are selected for further analysis.

##### c. Data Collection

Relevant data from selected sources are then collected. This includes information about digital marketing strategies that have been implemented by cosmetic and skincare brands, especially in the context of using TikTok Live media. The data collected includes descriptions of strategies, creative approaches, marketing tactics, and results achieved by related brands.

Through the literature study method, this research will gain a deep understanding of the latest trends and practices in digital marketing, especially in the context of TikTok Live media. Data and information gathered from literature will be an important knowledge base in comparing digital marketing strategies of Somethinc, Scarlett, and Skintific brands.

#### 2. Media Content Analysis Methods

The media content analysis method was used in this study to analyze the content posted by brands (Sudradjat et al., 2023). Somethinc, Scarlett, and Skintific on TikTok Live. The following steps are performed in the method of media content analysis:

a. Data Collection

First, data collection was carried out consisting of content posted by the three brands on TikTok Live. These contents can be videos, text, images, and interactions with other users. Data collection is carried out through direct observation of the official TikTok accounts of these brands or using software that can retrieve content data from TikTok Live media.

b. Identification of units of analysis

After the data is collected, the relevant units of analysis are determined. The unit of analysis can be a theme, message, type of content, communication style, or specific elements in TikTok Live content.

c. Classification and categorization

Data that has been identified as units of analysis are classified and categorized according to the relevant theme, type of content, or element. This helps in organizing the data so that it can be analyzed more systematically

d. Analysis and interpretation

Once the data is classified, analysis and interpretation are carried out to identify patterns, trends, differences, or similarities in the digital marketing strategies used by the three brands. This analysis involves understanding the meaning behind these contents, the communication styles that are in the content.gunakan, interaksi dengan pengguna, dan efektivitas dalam mencapai tujuan pemasaran.

e. Validation

Validation is performed to ensure the accuracy and reliability of the analysis results. This can be done by involving other research teams to confirm findings or using data triangulation techniques by comparing the results of the analysis with other data sources.

Through the media content analysis method, this research will gain deep insight into the digital marketing strategies used by the Somethinc, Scarlett, and Skintific brands through TikTok Live. This analysis will help in comparing the approaches, themes, and effectiveness of the digital marketing strategies of the three brands.

## RESEARCH RESULT

### 1. Using STP Analysis (Segmentation, Targeting, Positioning)

Through media content analysis, we identified several digital marketing strategies used by the Somethinc brand through TikTok Live, including:

- a. The Somethinc brand uses demographic segmentation by targeting young consumers who are active on the TikTok platform. They realized that TikTok's audience generally consists of young people who are active online. Somethinc clearly understands their target audience on TikTok. They produce content that is relevant to the interests and preferences of TikTok users, especially

when it comes to beauty and skincare. They present content that matches the tastes and needs of their audience.

b. The targeting carried out by the Somethinc Brand is to use digital marketing strategies that focus on using trendy content and following the latest cosmetic trends on TikTok Live media. They are able to attract the attention of young consumers with creative and interesting content. The Somethinc brand is active in creating creative and entertaining content to attract the attention of TikTok users. They use interesting music, dance, and visual effects in their videos to build traction and increase user engagement, such as:

- Using trending TikTok trends in their content, such as dance challenges or current memes.
- Combine the use of Somethinc products with humorous or inspirational narratives to increase the appeal of the content.
- Discuss specific issues faced by TikTok users regarding beauty and provide useful solutions or tips.
- Use language and communication styles that resonate with the TikTok audience, such as using popular phrases and memes that are common on the platform.
- Collaboration with Content Creators: Brand Somethinc collaborates with well-known content creators on TikTok to expand reach and increase user trust. They work with content creators who have audiences relevant to their target market to create engaging and authoritative content, such as inviting well-known content creators to recommend Somethinc products and share their experiences using those products
- Host live events with content creators on TikTok Live to provide more information about the product and answer user questions.

b. Positioning Brand Somethinc is an affordable and trendy brand for young consumers. They prioritize freshness and contemporaneity in their content and products. Somethinc uses relevant and popular hashtags on TikTok to increase visibility and reach a wider audience. They utilize trending hashtags related to beauty and skincare and create specific hashtags for specific campaigns or promotions such as:

- Using hashtags like #skincare, #beautyhacks, or #glowingskin that are popular in the beauty TikTok community
- Menciptakan hashtag seperti #SomethincBeautyTips atau #MySomethincRoutine untuk melibatkan pengguna dalam berbagi pengalaman dan testimoni produk Somethinc.

Through these strategies, the Somethinc brand has built a strong presence on TikTok Live and increased brand awareness and user engagement. The digital marketing strategies they implement through these platforms help strengthen the brand image and influence users' purchasing decisions.

## 2. Using S-W-O-T Analysis

The advantage of Somethinc is the affordable price and up-to-date in their digital marketing strategy. Their weakness is the fierce competition in the cosmetics industry. The opportunity is the ever-increasing growth of TikTok

users. The threat faced is the existence of other brands that offer similar products at more competitive prices.

### ***Brand Scarlett's Digital Marketing Strategy through TikTok Live***

#### **1. Using STP Analysis (Segmentation, Targeting, Positioning)**

In this study, we analyzed the digital marketing strategies used by the Scarlett brand through TikTok Live. Here are some of the strategies we found:

- a. Brand Scarlett Whitening's segmentation is based on cosmetic preferences, focusing on consumers looking for premium and luxury anti-aging products. They target consumers who have a high level of awareness of skin care and product quality.
- b. Targeting carried out by Brand Scarlett Whitening is by using content that gives the impression of luxury and high quality, such as:
  - Emphasis on Visual Quality, the Scarlett brand consistently produces engaging and high-quality visual content on TikTok Live. They use sophisticated editing techniques, attractive layouts, and consistent aesthetics in every piece of content they share. This focus on visual quality helps to grab the user's attention and enhance the impression of brand professionalism.
  - Use special effects, smooth transitions, and eye-catching animations to create striking and stunning content.
  - Use a visually appealing layout, such as a symmetrical composition or the use of colors that accentuate the brand.
  - Proper Music Selection, the Scarlett brand pays great attention to choosing the right music for their TikTok Live content. They use songs that are popular and in accordance with the atmosphere or message to be conveyed. Choosing the right music can increase the appeal of the content and help create an emotional connection with the audience. Using trending or viral songs on TikTok to create a relationship with the users and capitalize on the popularity of the trend. Choose music with a tone that matches the mood or message you want to convey in their content.
  - Brand Scarlett is active in interacting with TikTok users through comments, likes, and sharing user content. They respond kindly to user comments and questions and provide needed information. This helps build a strong relationship with the user community and increase user engagement with the brand, such as Responding to user comments quickly and providing relevant solutions or suggestions, inviting users to participate in challenges or competitions related to the product or brand values.
  - Brand Scarlett uses TikTok Live as a platform to share educational and informational content with users. They provide tips, tricks, and knowledge about products, skin care, and beauty thoroughly. This strategy helps establish brand authority as a reliable source of knowledge, such as providing step-by-step tutorials on effective use of products and skin care, sharing knowledge about the natural ingredients used in products and their benefits for the skin. Through these strategies, Scarlett's brand managed to build a strong presence on TikTok Live and reach a wider audience. They are able to attract attention and increase user engagement with visually appealing content, active interaction with the user community, and provide valuable educational content.

c. Positioning of Brand Scarlett Whitening built an image as a luxury and exclusive brand in the cosmetics industry. They highlight the excellence of their products in premium and luxurious anti-aging skincare.

## 2. Using S-W-O-T Analysis

The advantages of Scarlett Whitening are its luxurious brand image and premium anti-aging products. Their downside is that they charge the same price for all products, which can be an obstacle for some consumers. The opportunity is consumers who are increasingly aware of skin care and product quality. The threat faced is the presence of other brands that also target the same market segment

### *Skintific Brand Digital Marketing Strategy through TikTok Live*

#### 1. Using STP Analysis (Segmentation, Targeting, Positioning)

In this study, we analyzed the digital marketing strategies used by the Skintific brand through TikTok Live. Here are some of the strategies we found:

- a. The Skintific brand uses segmentation based on medical needs and science-based skin care. They target consumers looking for skincare solutions that are backed by scientific research and deliver effective results.
  - Brand Skintific collaborates with renowned beauticians and influencers on TikTok to expand reach and build brand credibility. They work with knowledgeable and authoritative individuals in the field of skincare to create informative and authoritative content, such as inviting beauticians to provide tips, scientific explanations, or guides in TikTok Live content
- b. Targeting carried out by Brand Skintific focuses on a science-based approach in their digital marketing strategy through TikTok Live. They target consumers looking for evidence-based and scientific skincare solutions. They emphasize the use of products that are backed by scientific research and show effective results in skin care. The targeting carried out by the Skintific brand when carrying out digital communication strategies through TikTok live streaming is:
  - Host Q&A sessions with influencers to answer user questions about skincare and Skintific products.
  - Brand Skintific uses visual consistency in their TikTok Live content to build brand awareness.
  - They use a distinctive brand color palette, a clean visual appearance, and a consistent design style in each video. This helps users to recognize the brand easily and strengthens Skintific's brand identity.
    - Use dominant brand colors in each video, including costumes, backgrounds, or visual effects when live streaming on the TikTok app.
    - Maintain a minimalist design style and clean aesthetics in all TikTok Live content.
- c. Positioning carried out by the Skintific brand is to build an image as a science-based skincare brand that prioritizes effectiveness and results supported by scientific research, such as:
  - Selection of Topics Relevant to User Problems. The Skintific brand identifies topics relevant to TikTok users' concerns regarding skincare and beauty. They create content that provides useful solutions, tips, or information that

can help users in maintaining and improving the health of their skin. This strategy helps build user trust and engagement with the Skintific brand.

- Discuss common issues faced by TikTok users, such as acne, dry skin, or premature aging, and provide relevant solutions or suggestions.

- Provides practical and easy-to-follow daily skin care tips.

## 2. Using S-W-O-T Analysis

The advantage of Skintific is their science-based approach and the effectiveness of their products. Their downside is their lack of popularity compared to other brands in the cosmetics industry. The opportunity is an increase in consumer interest in scientifically based skin care products. The threat faced is competition with other brands that also offer similar products with a science-based approach

### ***Comparison of Digital Marketing Strategies of Three Brands.***

Analysis of media content shows that Skintific uses digital marketing communication strategies that focus on education and accurate information. They present content that provides detailed explanations about skincare and the use of their products. This helps build the brand's image as an authority in the skincare industry and increases consumer trust. In this study, it was found that these brands have different approaches in their digital marketing strategies through TikTok Live. Somethinc focuses on an affordable and trendy approach, by presenting content that follows the latest cosmetic trends. Scarlett positions itself as a luxury anti-aging brand by relying on content that emphasizes the excellence of their products in anti-aging skincare. Skintific puts forward a science-based approach by describing their products as skincare solutions based on scientific research.

Through S-W-O-T analysis, strengths, weaknesses, opportunities, and threats related to each brand's digital marketing strategy were found through TikTok Live. Somethinc's strength lies in its affordable and contemporary price, its weakness is fierce competition in the cosmetic industry. Scarlett has strengths in luxury image and anti-aging products, but her weakness is the high price. Skintific has strengths in its science-based approach and product effectiveness, but its downside is its lack of popularity compared to other brands. Existing opportunities include TikTok user growth and increased consumer interest.

### **Implications of Research Results**

The results of this study have several important implications in the context of digital marketing strategies of Somethinc, Scarlett, and Skintific brands through TikTok Live. Here are some implications that can be considered:

#### 1. The Importance of Engaging Visual Content

All brands studied emphasized the importance of engaging visual content in their digital marketing strategy. Engaging visual content can grab users' attention and increase their engagement. Therefore, these brands must continue to pay attention to visual quality in their TikTok Live content to maintain user interest.

#### 2. User Engagement Through Active Interaction

Scarlett and Skintific brands emphasize the importance of active interaction with users through TikTok Live. They use interactive features such as Q&A sessions, collaborations with influencers, and inviting users to

participate in contests or promotions. This provides an opportunity for users to interact directly with the brand and increase their engagement

### 3. Content Relevance to User Problems

The Skintific brand shows the importance of identifying topics that are relevant to TikTok users' problems. Content that provides useful solutions, tips, or information can build user trust and engagement with brands. Therefore, other brands also need to pay attention to the relevance of content to the needs and problems of TikTok users.

### 4. Utilization of Collaboration with Experts and Influencers

Brand Skintific successfully uses collaborations with beauticians and influencers to expand its reach and build brand credibility. Such collaboration can provide more authoritative content and provide added value for users. Other brands may also consider doing similar collaborations to increase their brand influence.

This implication can be a guideline for other brands who want to utilize TikTok Live media in their digital marketing strategies. It is important for them to continue to pay attention to the quality of content, active interaction with users, relevance to user problems, and collaboration opportunities with experts and influencers.

## **DISCUSSION**

This research contributes to the understanding of digital marketing strategies through the medium of TikTok Live. Using media content analysis methods, we were able to identify patterns of strategy used by these brands and compare them. In addition, we apply STP (Segmentation, Targeting, Positioning) analysis and S-W-O-T (Strengths, Weaknesses, Opportunities, Threats) theory in the context of TikTok Live streaming digital marketing strategy. This helps enrich the understanding of how brands leverage specific social media platforms.

The study also provides practical insights for marketing professionals and brand managers to understand effective strategies in leveraging TikTok Live streaming media. The implications of the research results can be used as a guide to develop better digital marketing strategies and increase user interaction and engagement

## **CONCLUSIONS AND RECOMMENDATIONS**

In this study, we compared digital marketing strategies between Somethinc, Scarlett, and Skintific brands through TikTok Live. The results showed that each brand has a unique approach in their digital marketing strategy through TikTok Live. Somethinc focuses on affordable prices and trendy content, while Scarlett Whiteninng builds an image as a luxury brand by highlighting premium anti-aging products. Skintific puts forward a science-based approach in their marketing strategy

In terms of segmentation factors, these three brands use different approaches. Somethinc uses demographic segmentation by targeting young consumers who are active on TikTok. Scarlett Whiteninng adopts segmentation based on cosmetic preferences with a focus on consumers looking for luxury anti-

aging products. Skintific uses segmentation based on medical needs and science-based skin care.

S-W-O-T analysis shows that each brand has its own strengths and weaknesses in their digital marketing strategy. The success of these brands in positioning themselves in the cosmetics industry through TikTok Live is heavily influenced by their ability to leverage internal strengths, overcome weaknesses, seize opportunities, and deal with existing threats

In conclusion, this study provides a better understanding of digital marketing strategies in the age of social media, specifically through TikTok Live. The findings of this study can be a guideline for marketing practitioners in developing effective digital marketing strategies. In addition, this research contributes to enriching the literature on segmentation and brand positioning in the context of digital marketing.

The suggestion for future research is to involve more brands in the cosmetics industry and expand the scope of analysis to include other aspects, such as user interaction and the impact of digital marketing strategies on consumer loyalty. Research can also use quantitative methods to validate and test hypotheses proposed. In addition, combining qualitative and quantitative approaches can provide a more comprehensive understanding of digital marketing strategies in a broader context.

This research contributes to the understanding of digital marketing strategies through the medium of TikTok Live. Using media content analysis methods, we were able to identify patterns of strategy used by these brands and compare them. In addition, we apply STP (Segmentation, Targeting, Potitioning) analysis and S-W-O-T (Strengths, Weaknesses, Opportunities, Threats) theory in the context of TikTok Live steaming digital marketing strategy. This helps enrich the understanding of how brands leverage specific social media platforms.

The study also provides practical insights for marketing professionals and brand managers to understand effective strategies in leveraging TikTok Live streaming media. The implications of the research results can be used as a guide to develop better digital marketing strategies and increase user interaction and engagement

### **ADVANCED RESEARCH**

This study has several limitations that need to be noted. First, this study only focused on three specific brands, namely Somethinc, Scarlett, and Skintific. Therefore, generalizing the findings needs to be done with caution.

In addition, this study only uses media content analysis methods as a qualitative approach. The use of quantitative methods or other approaches such as interviews or surveys can provide more comprehensive insights.

For future research, it is recommended to expand the scope of the brands studied to gain a broader understanding of digital marketing strategies on the

TikTok Live platform. Research can also involve users as respondents to get user perspectives in understanding the effectiveness of digital marketing strategies.

## REFERENCES

### Books

Hadi, I. P. (2020). *Penelitian Media Kualitatif (Filosofi Penelitian, Paradigma, Rentang Teori, Langkah-Langkah Penelitian Media: Metode Reception Studies, Etnografi Media/ Netnografi, Fenomenologi, Studi Kasus, Analisis Tematik)*. <https://Repository.Petra.Ac.Id/Id/Eprint/18895>

### Journal article

Abdullah, Y., Rosliyati, A., Willy Nugraha, A., Siliwangi Jalan Siliwangi No, U., Kota, K., Tawang, K., & Barat, J. (2020). Strategi Internet Marketing Pada Bisnis Kuliner Di Komunitas Wisata Tasikmalaya. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi Umat*, 5(1), 209–220. <http://Jrmb.Ejournal-Feumat.Net/Index.Php/JRMB/Article/View/377>

Ajibulloh, A. A. (2021). *Advergaming Sebagai Peluang Media Komunikasi Pemasaran*. <https://Scholar.Archive.Org/Work/Yk5yg7mwyrewbghkfcjdva6wq/Access/Wayback/Https://Journals.Ums.Ac.Id/Index.Php/Komuniti/Article/Download/13535/6598>

Amelia, S., Ekonomi, F., Islam, B., Wahid, U. K. H. A., & Effendi, I. B. (2023). *Internet Marketing Strategy In Increasing The Sales Volume Of Gbee Glow Beauty Skincare Business (Islamic Economic Perspective)*. <https://Journal.Unej.Ac.Id/IJABAH/Issue/View/20>

Anisa, A. (2022). Pengaruh Word Of Mouth Mengenai Live Streaming Tiktok Shop Terhadap Keputusan Pembelian Konsumen. *Jurnal Komunikasi Pemberdayaan*, 131–143.

Andina Nur Ramadhani, & Siti Masitoh. (2019). Pengaruh Daya Tarik Iklan, Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Produk Wardah. *Jurnal Ilmiah Komunikasi*, 135–143. <http://Dx.Doi.Org/10.38041/Jikom1.V11i03.94>

Dewanto Putra Fajar, Azizun Kurnia Illahi, & M. Irawan Saputra. (2021). Persepsi Khalayak Terhadap Social Media Influencer Berdasarkan Perspektif Communiology. *Jurnal Ilmu Komunikasi*, 18(2), 163–182. <https://Doi.Org/10.24002/Jik.V18i2.3060>

Dhini Sari Sembiluh, & Wahyu Sulistiad. (2022). *The Indonesian Journal Of Health Promotion Analisis Implementasi Pemasaran Digital Di Rumah Sakit Pada Pandemi COVID-19: Literatur Review*. <https://Doi.Org/10.31934/Mppki.V2i3>

- Fadly, H. D., & Utama, S. (2020). Membangun Pemasaran Online Dan Digital Branding Ditengah Pandemi Covid-19. *Jurnal Ecoment Global*, 5(2), 213–222. <https://doi.org/10.35908/Jeg.V5i2.1042>
- Febrian, A., & Ahluwalia, L. (2020). Analisis Pengaruh Ekuitas Merek Pada Kepuasan Dan Keterlibatan Pelanggan Yang Berimplikasi Pada Niat Pembelian Di E-Commerce. *Jurnal Manajemen Teori Dan Terapan/ Journal Of Theory And Applied Management*, 13(3), 254. <https://doi.org/10.20473/Jmtt.V13i3.19967>
- Gunawan Ajifatkhul Minan, Siti Fatimah, & Muhammad Aufal Azmi. (2022). Analisis Digital Marketing Tiktok Live Sebagai Strategi Memasarkan Produk UMKM Anjab Store. *Jurnal Bisnis Dan Pemasaran Digital (JBPD)*, 13–24.
- Hadi, D. F., Zakiah, K., & Bandung, I. (2021). Strategi Digital Marketing Bagi Umkm (Usaha Mikro Kecil Dan Menengah) Untuk Bersaing Di Era Pandemi. *Competitive*, 16(1). <http://ejournal.poltekpos.ac.id/index.php/competitive/32>
- Latief, F., Manajemen, J., & Nobel Indonesia Makassar, I. (N.D.). *Pengaruh Label Halal, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Brand Kosmetik Wardah Di Citra Kosmetik Sungguminasa*.
- Lestari, P., & Saifuddin, M. (2022). Muchammad Saifuddin Implementasi Strategi Promosi Produk Dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid'19. In *Jurnal Manajemen Dan Inovasi (MANOVA)* (Vol. 3, Issue 2). <https://doi.org/10.15642/Manova.V3i2.301>
- Longgana, P. F., Irvan, I., & Wilarto, A. H. (2022). Penentuan Minat Konsumen Terhadap Produk Menggunakan Algoritma Apriori Pada Pt.Telkom Indonesia. *Jurnal Teknoinfo*, 16(2), 340. <https://doi.org/10.33365/Jti.V16i2.1977>
- Meyyfa Nuri Yanti, Muhammad Andi Sadat, & Dewi Agustin Pratama Sari. (2023). Pengaruh Brand Ambassador, Brand Image, Dan Product Quality Terhadap Purchase Decision Produk Body Care Di Jabodetabek. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 4(1), 98–113. <https://doi.org/10.21009/Jbmk.0401.08>
- Moch Sugiharto, D. A. (2022). Strategi Komunikasi Pemasaran Digital Produk TASTE-ME Melalui Instagram. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 3193-3200.
- Novitasari, D., Taruli Pebrina, E., Sutardi, D., Agung Nugroho, Y., Putra, F., & Tinggi Ilmu Ekonomi Insan Pembangunan, S. (2022). Pelatihan Digital Marketing Dan Social Media Marketing Terhadap Pelaku UMKM Di Tangerang. In *Journal Of Community Service And Engagement* (Vol. 2, Issue 2).
- Putri, R. D., Setyawan, D. H., Putra, R. A., & Khatimah, H. (2023). Pengaruh Iklan Influencer Dan Fitur Live Streaming Terhadap Minat Beli Konsumen Bittersweet By Najla. *Media Riset Bisnis Ekonomi Sains dan Terapan*, 12-26.

- Ramadhani, N., Efni Salam, N., & Eldapi Yozani, R. (2023). Pemanfaatan Konten Tiktok Sebagai Media Komunikasi Pemasaran Digital Shoppe Affiliate Pada Akun Tiktok “Indisyindi.” *Pendas : Jurnal Ilmiah Pendidikan Dasar*, 8(1), 235–261. <https://doi.org/10.23969/Jp.V8i1.7591>
- Sakinah, E., Teguh, S., & Tarigan, B. (N.D.). *Metode Analisis Dalam Media Sosial*.
- Sani, S. A., & Aslami, N. (2022). Strategi Pemasaran STP (Segmenting, Targeting, Dan Positioning) Pada Produk Kecantikan House Of Beauty Cabang Kota Pematangsiantar. *MAMEN (Jurnal Manajemen)* [journal.literasisains.id/index.php/MAMEN](http://journal.literasisains.id/index.php/MAMEN), 18-26.
- Sudradjat, R. H., Hilmi, M., & Akiyat, F. (2023). *Studi Komparatif: Advertising Objective Media Sosial Tiktok Tiket.Com Dan Traveloka Pada Masa Pandemi COVID 19* (Vol. 09). <http://publikasi.dinus.ac.id/index.php/andharupa/index>
- Supriyanto, A., Chikmah, I. F., Salma, K., & Tamara, A. W. (2023). Penjualan Melalui Tiktok Shop Dan Shopee: Menguntungkan Yang Mana? In *BUSINESS: Scientific Journal Of Business And Entrepreneurship* (Vol. 1). <https://journal.csspublishing.com/index.php/business>
- Taan, H., Manajemen, J., & Ekonomi, F. (2021). Kemudahan Penggunaan Dan Harga ... 89 E. *Journal Ekonomi Bisnis Dan Akuntansi*, 8(1), 89–96.
- Wulandari, Y. (2021). Analisis Strategi Pengarah Acara Program Hiburan Di Stasiun Televisi Republik Indonesia Di Kepulauan Riau Dan Kepulauan Riau Dalam Menarik Pemirsa. *JIK; Jurnal Ilmu Komunikasi*, 296-30.