

Analysis Of Social Media Marketing On Tiktok For Scarlett Whitening Skincare Products

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Abstract:

This study illustrates the significant impact of TikTok in increasing public awareness of Scarlett Whitening products, a skincare brand. In an era where the internet has become an inseparable part of daily life, social media platforms like TikTok have become the primary channels for individuals to seek information, shop, and entertain themselves. With tens of millions of users in Indonesia, TikTok has become a highly potential platform for businesses to promote their products. Business features such as TikTok Shop enable users to directly sell products to consumers, while promotions and special offers provided by TikTok attract consumer interest. This research employs a qualitative method with interview techniques on ten informants. The research findings indicate that the content created on TikTok, which encompasses various aspects of Scarlett Whitening products, plays a crucial role in shaping consumer perceptions and purchasing decisions. TikTok has successfully influenced the public to choose Scarlett Whitening products, highlighting the importance of this platform in digital marketing.

Keywords: Media Promotion, TikTok, Social Media Marketing

INTRODUCTION

In the era of the 4.0 industrial revolution, technology is becoming increasingly advanced, leading to rapid digital development. This has resulted in the growth of digital marketing trends that provide opportunities for small and medium-sized businesses to thrive. Digital marketing is the activity of marketing products and branding using various media. Examples include blogs, websites, emails, adwords, and various social media networks. In addition, there are other types of digital marketing such as social media marketing, content marketing, email marketing, and video marketing [1].

One type of digital marketing, Social Media Marketing, has great potential given the large number of social media users in Indonesia [2]. This is evidenced by the increasing number of social media users in Indonesia from year to year. TikTok, a social media platform, has become popular among the Indonesian population since the Covid-19 pandemic [3]. This is evidenced by the number of TikTok users in Indonesia reaching 92.2 million users as of July 2021, whereas at the beginning of the pandemic, the number of TikTok users was only 37 million. This situation presents an opportunity for business players to utilize social media to market their products, such as marketing through TikTok.

Scarlett Whitening is one of the brands that actively engages in social media marketing on platforms like Instagram, TikTok, YouTube, and others. TikTok users are likely familiar with the Scarlett Whitening brand, as the brand has intensified its promotions on the TikTok application with the increasing number of TikTok users. The Scarlett Whitening TikTok account has reached 1.3 million followers and 8.7 million likes. Scarlett Whitening has been actively promoting its products on the TikTok platform since February 6, 2020, starting with its owner, Felicya Angelista, creating videos to promote the products followed by dances.

The objective of this study is to ascertain and comprehend the implementation of social media marketing on TikTok platform by Scarlett Whitening, and whether the social media marketing strategies employed by Scarlett Whitening are capable of capturing the interest of several TikTok users towards the Scarlett Whitening brand and prompting them to purchase Scarlett Whitening products.

RESEARCH METHOD

In this study, the method used is qualitative research method. Qualitative research is where the researcher must understand the phenomena regarding what happens to the research subjects such as behavior, perception, motivation, actions, etc. holistically, and through descriptive methods in the form of words and language, in a specific natural context and using various natural methods. Qualitative research involves the researcher acting as a key instrument in data collection and understanding the data [4].

In qualitative research methods, the techniques used to collect data include direct observation, interviews, and literature review. In this study, the researcher employed three data collection techniques, namely direct observation of Scarlett Whitening's social media marketing on the TikTok platform. The observation encompassed the examination of Scarlett Whitening's TikTok account, @scarlett_whitening, the content marketing activities carried out by Scarlett Whitening on TikTok, influencer and user reviews on TikTok, and electronic word of mouth. The researcher also conducted interviews with 10 active TikTok users who were familiar with the Scarlett Whitening brand. The interviews focused on Scarlett Whitening's social media marketing activities on the TikTok platform. Additionally, to supplement incomplete information and data, the researcher also utilized literature review.

To ensure the validity and credibility of the data in this study, the researcher employed the method of triangulation. Triangulation is when researchers use multiple data collection methods in a study. In this study, the data collection methods used were direct observation, interviews, and literature review [5].

RESULTS AND DISCUSSIONS

1. Intensity

Researchers found that the intensity of the eight informants indicated that they frequently use the social media platform TikTok and access it regularly. They mentioned that many influencers who review Scarlett Whitening products often appear on their account's feed. This suggests that the videos or content on Scarlett's account are able to capture their attention as they frequently appear on their feed. Additionally, all seven informants expressed a direct interest in the video reviews of the Scarlett Whitening brand and consciously watched and paid attention to these reviews.

2. Content Marketing

Researchers found that out of the ten interviewees, three of them were interested and even decided to purchase Scarlett Whitening products due to the influence of the company's content marketing. Scarlett Whitening's content marketing encompasses a variety of topics, including skincare routines, skincare/bodycare recommendations, skincare challenges, glowing skin secrets, skincare education, and content that follows the latest trends. However, what influenced some of the interviewees to become interested and buy Scarlett Whitening products were the skincare challenges, skincare routines, and skincare recommendations. Based on the researcher's observations on the TikTok account @scarlett_whitening, Scarlett Whitening has been actively engaging in content marketing since February 6, 2020. Their first content featured Felicya Angelista, the owner, participating in a viral trend of dancing while showcasing Scarlett Whitening's body lotion. Since then, they have posted thousands of content on their TikTok social media account.

3. Influencer Endorsement Marketing

Researchers obtained from ten interviewees, four of whom were interested and even decided to purchase Scarlett Whitening products due to the influence of influencer endorsement marketing carried out by Scarlett Whitening. Some influencers or artists who endorsed Scarlett Whitening products and caught the attention of several interviewees include Audi Marissa with the TikTok username @audimarissa24, who has 2.8 million followers, Anggun Cantika with the TikTok username @sitianggunn_30, who has 9.8 million followers, and Felicya Angelista, the owner of Scarlett Whitening, with the TikTok username @felicyangelista_, who has 7.7 million followers. Based on direct observations conducted by the researchers, it was also found that Scarlett Whitening is actively and aggressively conducting influencer endorsement marketing with many influencers or artists on TikTok. Scarlett Whitening actively targets both micro-influencers and macro-influencers to endorse their products. Some influencers on the TikTok app who have been endorsed by Scarlett Whitening and received a significant number of likes and viewers

include Putri Adewiyah with the TikTok username @ptr.adewiyah_, whose endorsement video received 1.2 million likes and 7.8 million viewers, and Rinaldy Alexander with the TikTok username @rnlxnder, whose endorsement video received 519.7 thousand likes and 3.9 million viewers.

4. Review Marketing

Researchers obtained from ten interviewees, six of whom were interested and even decided to purchase Scarlett Whitening products due to the influence of Scarlett Whitening's marketing reviews. Some reasons underlying the interviewees' purchase of Scarlett Whitening products due to the influence of marketing reviews are curiosity about products that receive good reviews, curiosity about products that are widely discussed, and the desire to prove the truth of other people's reviews. The promotion activities of Scarlett Whitening through marketing reviews are widely carried out by TikTok users, ranging from satisfied regular consumers who want to share their experiences by reviewing the products, Key Opinion Leaders (KOLs) who have influence or the ability to influence others to purchase the offered products and succeed in Scarlett Whitening's marketing strategies, and also reviews by beauty influencers and skincare doctors who actively provide education about skincare on the TikTok platform. Some beauty influencers and skincare doctors who frequently review Scarlett Whitening products are Dr. Richard Lee, Jessica, Nailamcd, etc. The reviews usually cover the content of skincare and body care products of Scarlett Whitening, the benefits of Scarlett Whitening products, reviews of product usage results for several days/weeks, and reviews from satisfied consumers who find Scarlett Whitening products suitable.

5. Brand Ambassador Marketing

Researchers found that out of ten interviewees, one of them was interested and even decided to purchase Scarlett Whitening products due to the influence of Scarlett Whitening's brand ambassadors. The brand ambassadors for Scarlett Whitening are K-Pop singer Twice and Korean actor Song Jong Ki. Interviewees in this study stated that the selection of Twice as a brand ambassador influenced them to purchase the Scarlett Whitening X Twice Limited Edition product package, which is specifically offered to Twice fans. This package includes 5 Scarlett Whitening products, a box, a random Twice member photocard, a postcard, and a letter from Twice. According to the researchers' observations, Scarlett Whitening's brand ambassador marketing has garnered attention from many Twice and Song Jong Ki fans who have participated in the TikTok Scarlett Whitening social media comments section and made purchases to receive their favorite celebrity's merchandise benefits. Fans have also joined in by providing reviews of the collaboration package between Scarlett Whitening and their favorite celebrities.

CONCLUSIONS

Based on the analysis of data and discussion, it can be concluded that:

1. Video Review Viewing Intensity: Six out of ten respondents stated that video reviews of Scarlett Whitening products frequently appear on their TikTok feeds, influencing them to make a purchase.
2. Influence of Influencer Endorsement Marketing: Four respondents felt influenced to buy Scarlett Whitening products after seeing recommendations from influencers on TikTok.
3. Role of Content Marketing: Three respondents stated that TikTok content marketing has an influence on their decision to purchase Scarlett Whitening products.
4. Influence of Brand Ambassador Marketing: One respondent noted that they made a purchase of Scarlett Whitening products because they were influenced by a brand ambassador on TikTok.
5. Consistency in Product Review Viewing: All ten respondents consistently view Scarlett Whitening product reviews through TikTok content, which triggers their interest and curiosity to try the product.
6. Product Dissatisfaction: Although Scarlett Whitening's social media marketing is effective in attracting interest, five out of ten respondents expressed dissatisfaction with the purchased products due to reasons such as unsuitability for their skin, unsatisfactory quality, and perceived high prices.

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