

Exploring TikTok's Effectiveness for Local Brand Promotion: A Case Study of Conseva in Indonesia

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ABSTRACT

This study investigates the effectiveness of TikTok as a promotional platform for Conseva, an Indonesian firm that specializes in fashion accessories and stationery. The research, which aims to grow its audience, notably Indonesian women aged 25-34, uses a mixed-methods approach to measure TikTok's influence on brand awareness, audience engagement, and consumer behavior. The analysis examines four separate videos displaying the Conseva Arctic collection, highlighting issues in effectively engaging the audience and generating consumer actions with TikTok content. Notably, the findings emphasize the need of captivating storytelling and effective hashtag use in digital marketing, highlighting the need for an in-depth comprehension of hashtag efficacy on TikTok. Although the study sheds light on the challenges and potential connected with using TikTok as a promotional platform for local firms, it also highlights its limitations. TikTok's ineffectiveness non promoting Conseva is particularly clear, as indicated by the lack of comments on the four TikTok videos, limited likes (maximum of six), and small view counts ranging from 304 to 656. Despite these drawbacks, the study adds to the continuing discussion about digital marketing by providing insights into the obstacles and opportunities associated with TikTok use for local firms. However, it is critical to recognise the study's limitations, such as its inability to assess long-term impact and its emphasis on specific content kinds. Future investigations could mitigate these limitations and deepen our understanding of TikTok's utility as a promotional tool for local brands.

Keywords: TikTok, Video Marketing, Content Creation, Social Media Marketing

INTRODUCTION

Social media platforms have evolved as significant tools for brand promotion and audience interaction in today's digital marketing world. TikTok, a social media app that allows users to create, share, and watch short videos, has achieved substantial

popularity among these platforms, particularly among younger demographics, by providing a unique area for creative expression, entertainment, and influencer-driven content. ByteDance owns the platform, which debuted in 2017. TikTok is one of the world's fastest-growing social media sites, as well as a potent marketing tool (Wahid et al., 2023). Its global monthly active user base surged by 44% in three years, rising from 465 million in 2020 to 834 million in 2023 (Laura Ceci, 2023) and 90% of TikTok users visiting the app more than once each day (Meliawati et al., 2023).

The purpose of this paper is to investigate the efficiency of using TikTok as a promotional medium for Conseva, an Indonesian local business situated in Surabaya that specializes in fashion accessories and stationery featuring original designs for middle-class women aged 25-38 years old. Conseva's primary promotional channels are Instagram and Tokopedia, and because majority of Conseva's competitors use TikTok to market their products, the brand makes a deliberate decision to use TikTok as a promotional channel. This decision is motivated by the need to reach a larger audience, specifically Indonesian women aged 25-34, who constitute the second largest demographic among TikTok users. Additionally, the research on how SMEs develop content for social media marketing with limited resources might provide practical insights that may improve Conseva's strategic marketing endeavors on TikTok (Kraus et al., 2019).

Number of TikTok accounts in Indonesia in 2022, by age group
(in millions)

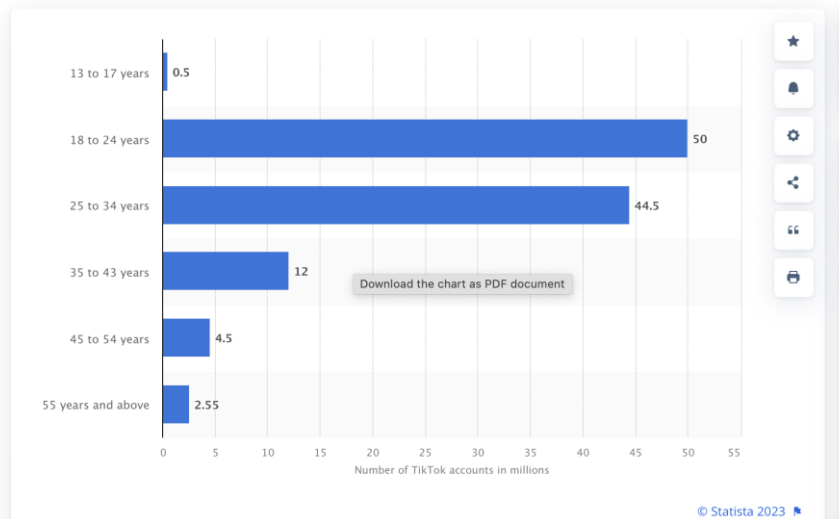


Figure 1. Number of TikTok Accounts in Indonesia
Source: Statista (2022)

By examining Conseva's promotional strategies on TikTok and analyzing the subsequent consumer interactions and responses, the research aims to provide valuable insights into the efficacy of TikTok as a platform for local brand promotion, particularly in the context of fashion accessories and stationery.

Conseva will create three types of content to promote their newest collection "Arctic" in TikTok, which is inspired by Arctic animals and plants such as the polar bear, a symbol of Arctic strength facing the threat of climate change, the spotted seal, which is also listed as threatened under the Endangered Species Act, the arctic hare, cassiope tetragona; an evergreen shrub, and spruce trees. The collection includes a scarf made of silky satin fabric measuring 110 x 110 cm and medium foldable shopping bags made of parachute material measuring 30 x 33 cm. The collection was intended to raise awareness about the effects of climate change on Arctic flora and fauna.

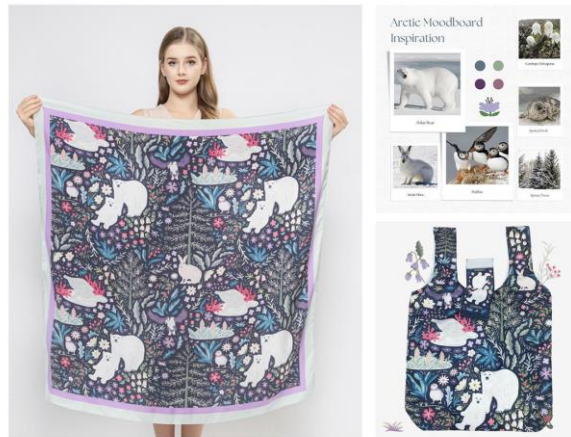


Figure 2. Conseva Arctic Moodboard and Collection
Source: Conseva Instagram (2023)

Conseva intends to evaluate the platform's performance in enhancing brand visibility and engaging the designated target audience by developing three types of TikTok content.

The results analysis will provide valuable insights into the extent to which TikTok serves as an effective promotional tool for local brands seeking to enhance their market presence and connect with a wider audience. It will also provide practical insights and actionable findings that can inform the strategic marketing endeavors of similar local brands, shedding light on the dynamics of audience engagement and promotional efficacy within the realm of social media platforms.

RESEARCH METHOD

This study will use a mixed-methods approach to assess the efficacy of using TikTok as a promotional medium for Conseva, a Surabaya-based business aimed at women aged 25 to 34. The study will combine literature reviews and quantitative studies to provide a thorough knowledge of TikTok marketing's impact on brand awareness, audience engagement, and consumer behavior.

A literature review can be a useful research strategy for establishing the type of theory that could be used to create TikTok material given the study background. By summarizing important ideas and concepts from the literature, the research can

acquire valuable insights into the efficiency of using TikTok as a promotional medium (Snyder, 2019). In the quantitative part of the study, numerical data will be collected and analyzed to determine the reach and engagement of Conseva's TikTok promotional efforts.

DISCUSSION

Video Marketing

Video marketing is currently the most effective marketing approach because customers like to watch videos rather than read. A 2020 study conducted by Wyzowl, a New York-based video production company, indicated that the typical consumer spends 1.5 hours per day watching videos, and the number of organizations using video as a marketing approach has increased from 61% to 85% since 2016. The respondents felt that TikTok's short video ads were personalized, interactive, entertaining, and credible to them, which played an important role in forming a high perception of advertising value, stimulating their positive attitudes towards the ads, and ultimately producing their intention to make a product purchase (Dwinanda et al., 2022).

Haenlein et al., 2020 also emphasizes the unique characteristics of TikTok videos, such as their short duration (15-60 seconds) and reliance on diverse sound aspects, all of which are critical considerations for creating effective marketing material for the site. Integrating these insights into the discussion of using TikTok to promote a local fashion company via video marketing will provide a thorough grasp of the platform's impact, strategy, and efficacy in the field of digital marketing.

Storytelling

In the context of using TikTok as a promotional tool for local brands, storytelling is essential for conveying brand messages and engaging the audience. Storytelling, as a communication tool, is conveying messages through narratives or stories told by storytellers in clear, memorable, and entertaining tones to ensure effective reception and future utility. Storytelling's potential to affect customer behavior is related to its impact on human physiological and psychological functions, making

it an effective tool for brand communication and promotion (Shahrin et al., 2022). Digital storytelling has also become an important component of current marketing tactics, providing new opportunities to communicate brand narratives and engage audiences. The efficiency of leveraging new technologies and delivering messages through digital humans in narrative commercials has been studied, showing the developing environment of storytelling in marketing (Sung et al., 2023). Furthermore, the effects of video storytelling advertising on consumers' online reactions have been investigated, contributing to our understanding of the impact of storytelling on consumer behavior and brand perception (Ben Aicha & Bouzaabia, 2023).

(Mager Alanna, 2021) also argues that the practice of cross-platform brand storytelling has been researched, combining transmedia, narrative, and marketing discourses to generate compelling brand narrative. This approach emphasizes the integration of narrative across several platforms to improve brand communication and engagement, reflecting TikTok's multifarious character as a promotional medium.

Hashtags

The usage of hashtags in TikTok content development can significantly increase the exposure and reach of promotional content. Hashtags serve as a categorization and search tool, allowing users to discover content linked to specific topics or themes on TikTok (Agustina Putri & Widodo, 2023). By using relevant and trending hashtags, local brands such as Conseva in Surabaya may successfully boost the discoverability of their promotional content, thereby reaching a wider audience and perhaps increasing brand visibility.

Furthermore, including relevant hashtags in brand narratives on TikTok allows local businesses to increase consumer interaction by matching their content with popular and influential storylines. This method is consistent with the findings of (Dessart & Pitardi, 2019), emphasizing the importance of story aspects such as

plot, characters, and authenticity in evoking customer engagement through storytelling.

By incorporating relevant hashtags into brand storytelling on TikTok, local brands may effectively increase consumer engagement by matching their content with popular and compelling tales, building a stronger connection with the audience. Furthermore, (Agustina Putri & Widodo, 2023) study indicates the utility of hashtags in enhancing TikTok users' search and attention, emphasizing the need of using strategic hashtags to optimize content visibility and audience engagement. This is consistent with the changing landscape of digital storytelling, where hashtags are used to improve the discoverability and impact of brand narratives on social media platforms like TikTok.

RESEARCH RESULT

The study analyzed four different types of films developed for the Conseva Arctic line, which included scarves and shopping bags, as part of the TikTok advertising plan. The videos were intentionally crafted to highlight the items' unique characteristics and utility, with the goal of engaging the audience and increasing brand visibility.

Video 1: A 25-second video contrasting the voile and silky satin fabrics for scarves, with text captions highlighting the characteristic of each fabric and their suitability for indoor and outdoor use. The video used the classic Christmas song "Christmas is Coming" with a number of hashtags linked to Christmas gifts and fashion, including #katonatal, #xmasgiftideas, and #fashionnatal. Despite the use of trending music "Christmas is Coming" (1,3 Million posts) and two hashtags with around 30.000 views, the video only received 639 views, 6 likes, and zero comments.

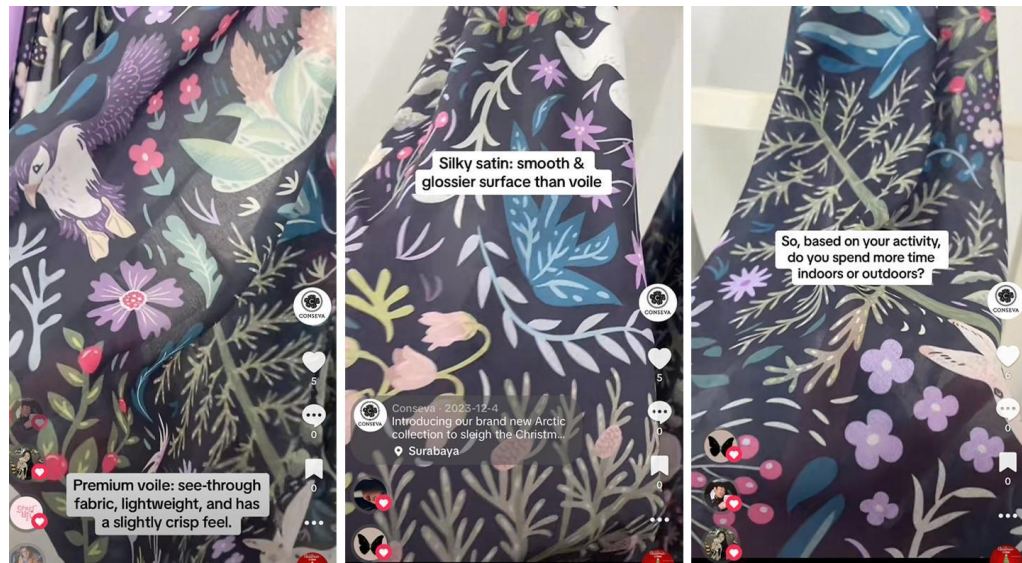


Figure 3. Arctic Scarf Christmas Video Promotion
Source: Conseva TikTok (2023)

Video 2: A 30-second video in which a female model displays a shopping bag and demonstrates its ability to hold various daily items. The video featured music from the social media agency that created the video, as opposed to TikTok playlists. In addition, the video featured textual descriptions and a voice-over that explained the inspiration behind the bag's motif design, which features a polar bear, listed as an endangered animal, and its practical utility. The narrative, delivered by a female speaker in Indonesian, had a dynamic tone and provided an engaging and enjoyable picture of the product. The accompanying hashtags, such as #taslucu and #shoppingbagfoldable, highlighted both the bag's beauty and utilitarian aspects. The video earned 652 views, two likes, and zero comments.

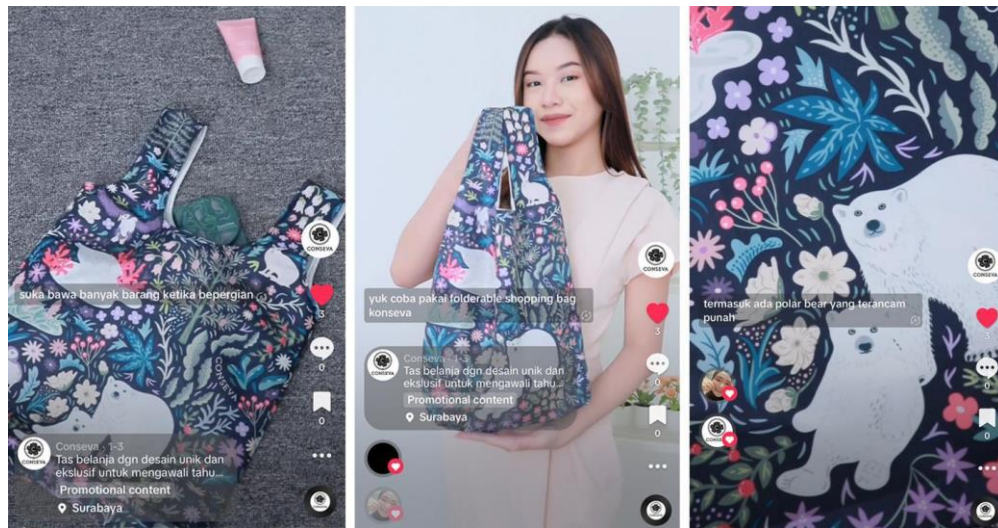


Figure 4. Shopping Bag Video Promotion
Source: Conseva TikTok (2024)

Video 3 is a 33.45-second movie showcasing several ways to wear a square scarf, using the same model as in Video 2. The video demonstrated how to wear the scarf in both cape and classic triangle designs, with text and voice-over directions. The voice-over was given by the same person who appeared in the shopping bag video, and it maintained a friendly tone throughout while providing detailed step-by-step instructions on how to style the scarves. The hashtags #scarfstyling and #fypfashionstyle were used to emphasize scarf styling and fashion trends, respectively. Despite the use of very popular hashtags #fyp (5,3 billion views), the video only obtained 304 views, one like, and zero comments, demonstrating that famous hashtags do not guarantee more views.

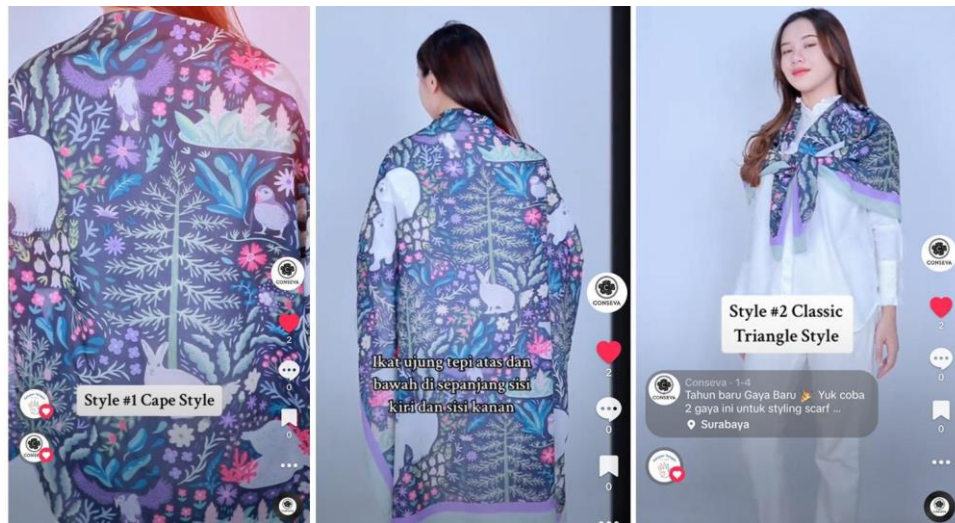


Figure 5. Scarf Styling Video Promotion
Source: Conseva TikTok (2024)

Video 4: A collection of images of a Western female model wearing scarves in various styles and angles, with written descriptions of the motif design and exclusivity. The video used hashtags for beautiful scarves and innovative gift ideas, such as #scarfcantik and #kadoceweunik. Surprisingly, despite being a photo compilation with less popular hashtags and no voice-over, the material had 656 views, 5 likes, and was saved by one individual. This indicates that format and hashtag popularity do not always determine content reach.

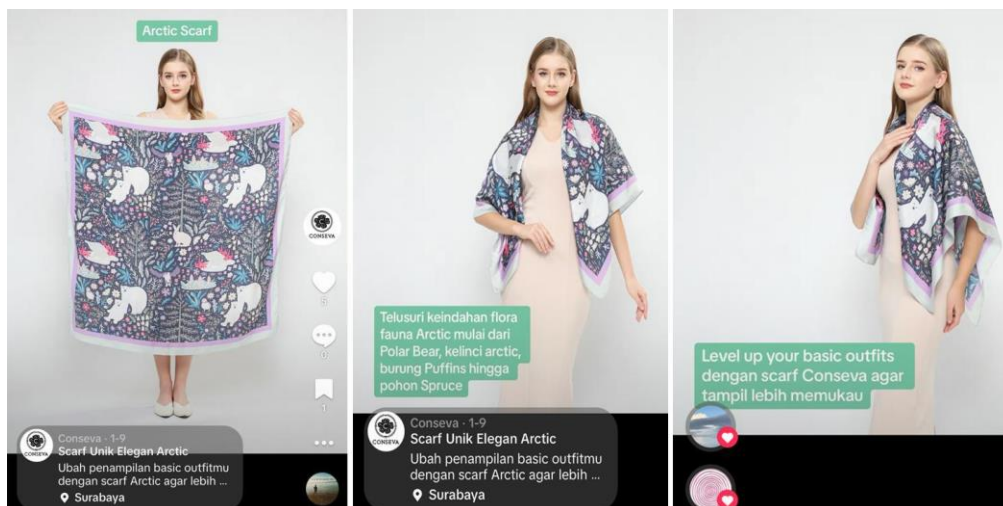


Figure 6. Promotion Using Western Model Photos Compilation
Source: Conseva TikTok (2024)

Despite the numerous tactics used in the videos, such as using storytelling to educate customers about the concept of the design, various ways to style square scarf, and using popular hashtags, the research findings revealed that no followers were gained, and no sales were made as a direct result of the films posted between December 2023 and January 2024. This result emphasizes the multidimensional nature of digital marketing and the difficulties connected with properly engaging the audience and influencing consumer behavior through TikTok content.

The study's findings are consistent with the literature review on video marketing, demonstrating that TikTok's short video advertising is effective in generating positive views towards ads and influencing purchasing inclinations, but it must be interactive and entertaining, which Conseva's videos lack in their storytelling strategy. Conseva may try to utilize a screenplay that is not a monologue but creates dialogue with the audience, making the audience more entertained. However, the study's findings indicate that using prominent hashtags does not guarantee more views, emphasizing the need for a more nuanced understanding of hashtag effectiveness on TikTok. The strategic use of hashtags in the videos coincides with the changing landscape of digital storytelling and consumer engagement, emphasizing the significance of incorporating relevant and current hashtags to maximize content visibility and audience engagement. The study's findings also underscore TikTok's varied character as a promotional medium, as it uses a variety of content types and hashtag methods to effectively engage audiences and generate brand visibility. Overall, the study's findings shed light on the complexity of using TikTok as a promotional medium for local brands, including the interplay between content strategies, hashtag effectiveness, and audience engagement in the digital marketing landscape.

CONCLUSION

The study's investigation of four different types of videos for the Conseva Arctic collection found that the posted videos did not result in any new followers or direct purchases. This highlights the complexities of digital marketing and the difficulties in properly engaging the audience and driving customer behavior with

TikTok content. The findings also emphasized the importance of storytelling and hashtag strategies in digital marketing, as well as the necessity for a more nuanced understanding of hashtag effectiveness on TikTok. The study's findings add to the expanding conversation about digital marketing by providing significant insights into the obstacles and opportunities connected with using TikTok as a promotional medium for local firms. The study's findings highlight the importance of further investigating content strategies, hashtag effectiveness, and audience engagement in the digital marketing landscape, opening up opportunities for further research and strategic refinement of digital marketing tactics.

In addition, it is critical to recognise the limitations of this study. The study's timing may have hindered its capacity to evaluate the long-term impact of TikTok promotional content. Longitudinal research may shed light on the long-term sustainability of audience engagement and brand visibility. Furthermore, the study's emphasis on specific forms of content (videos and photo compilations) may have limited the investigation of other potential content formats that could be useful for brand marketing on TikTok. These limitations should be acknowledged when interpreting the study's findings, and future research may provide an opportunity to remove these constraints and expand our understanding of TikTok as a promotional medium for local brands.

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