

The Relationship between the Characteristics of Influencers and Tiktok Social Media Content to the Brand Image of Cimory Yogurt Squeeze Products (Survey on Tiktok Content Commentators @Cheekykiddo)

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Abstract

A variety of beneficial advancements made possible by the use of digital technology can be fully taken advantage of, particularly in the usage of influencers. 100 samples of @cheekykiddo material comments from TikTok were utilized in this study to examine the effects of influencer types and TikTok social media content on the perception of the Cimory Yogurt Squeeze product brand. The quantitative analysis strategy in this work uses a multiple linear regression analysis methodology. The study's findings demonstrate a strong correlation between the TikTok social media content and the influencer criteria. These findings are evident from the statistical test results, which show a strong correlation between the brand image of the Cimory Yogurt Squeeze product, which is promoted and advertised through the TikTok social media account @cheekykiddo, and the influencer criteria and TikTok social media content. With the correct influencers chosen, research recommendations to address the phenomena of using TikTok social media to develop a brand image on a brand are very powerful in helping the audience accept the message that the business wants to deliver. In order to effectively promote a message or product, influencers need to use and maximize social media. While viewers who are aware of the shared video content can pick and rate the appropriate material so that the advertisements can be believed.

Keywords

influencers; social media
tiktok; brand image



I. Introduction

Many individuals are concerned about the speed at which technology and the internet are now developing. Numerous individuals find the internet's many advantages to be highly alluring, especially Indonesians who rely nearly solely on it to support their daily activities. The phrase "digital era" refers to the introduction of digital in technical developments. Humans in the digital age are inextricably linked to a wide range of technological products that they utilize in their everyday lives.

Facebook, Twitter, and Instagram are the social media platforms that Indonesians use the most frequently. A brand-new social media platform called TikTok debuted at the start of 2020 and has since garnered a lot of public interest. TikTok has a range of short films. TikTok is a social networking platform with a sizable user base that had a spike in usage

during the Covid-19 outbreak. According to data from the Mobile Sensor Tower application, this application has more than 65.2 million downloaders. (S. Setiawan, 2020).

According to the research he did Aprilian et al. (2020), TikTok is an application that may offer distinctive and intriguing special effects, allowing users to quickly create films with a little duration whose outcomes are highly attractive for other users to observe. TikTok, a platform for short videos, may be summarized as a platform that rewards its users with original content produced by its own users or content providers. In addition to content creators who pamper their users with creative content, there is also the term influencer. According to Hariyanti and

Wirapraja (2018), influencers are well-known public figures from social media where the number of followers is large and significant which he can influence or respond to the behavior of his social media followers. Influencers are usually those who have professions related to fame, namely: artists, celebrities, bloggers, YouTubers etc.

The existence of influencers is considered to be able to influence many people, especially the younger generation. Influencers are also seen as having a large capacity to communicate that can influence their audience, which makes PR important for professionals to invest in building good relationships with influencers, because influencers are seen as understanding how-to do-good communication with their followers on social media, including being able to influence the audience get involved. Another benefit of hiring influencers is that it is not simply any plan that is put into practice; rather, there are many benefits that are felt, such as time efficiency, increased product awareness, and the creation of a brand image based on the influencers utilized.(Girsang, 2020)

According to Prasetyo and Febriani (2020), a brand is an identity mark applied by a business owner, producer, factory, or other entity to the things they make. The marker includes information on the product's name, usage, and other details. A well-known brand will be simple for consumers to recall, which will encourage them to make a purchase. Because it will be possible to boost product sales for the recognition of a brand, this may be of separate advantage to the business. Because a brand must pass through several phases before it can be recognized and have an impact on the larger community, carrying out branding operations necessitates a variety of sound tactics.

Branding is an activity to improve the branding of a brand. Image is defined as an image or can also be identified with various things that are not visible but the impression can be felt by the user. The image of a product can be formed, developed and able to optimize the public (potential consumers) by strengthening visually, namely by displaying the character of a strong brand accompanied by its capabilities and experience of use (Prasetyo and Febriani, 2020). Previous research stated that to create a brand that can survive in the minds of consumers, companies must build a positive brand image. According to Tjiptono and Bashory (2013) brand image is a depiction of consumer trust and association of a brand, so messages about the product must be conveyed and communicated to target consumers properly and correctly so that they are able and easily accepted (Nur and Rahmidani, 2020).

The product of milk processing is one of the items that is now undergoing significant development; this is matched by a growth in milk output from the previous year (EPM, 2020), as shown in the table below:

Table 1. Milk Processing Data

Milk Processing	Year 2018	Year 2019
	135,033 Liters	165,775,000 Liters

135,033,000.79 liters in 2018 and became 165,775,000.02 liters in 2019 (BPS, 2020).

This increase is also balanced with the increase in milk consumption of the Indonesian people, namely as much as 14,184 liters per capita in 2018 and then increased to 18.56 liters per capita in 2019 (BPS, 2020).

Table 1. Milk Consumption Data

Milk Consumption	Year 2018	Year 2019
	14,184 Liters	18.56.0 Liters

Yogurt and fermented milk are two dairy products that are widely available. According to statistika.com, yogurt consumption in Indonesia reached a total of 9.4 kg in 2020. Over time, as more people discovered how much they enjoyed yogurt and fermented milk, a large number of yogurt products started to be made. According to data gathered by the Directorate General of Livestock and Animal Health of the Ministry of Agriculture of the Republic of Indonesia (2019), Indonesia's exports of yogurt in 2018 totaled 2,046.11 tons while imports were 1,201.05 tons.

The yogurt industry in Indonesia until now has the opportunity to increase its growth due to the growth in consuming yoghurt for the community in line with the increasing public awareness in consuming healthy foods and drinks. The amount of business competition that exists to attract consumers' buying interest in the products that the company offers makes companies have to think of a good strategy to attract consumers. Many various yogurt preparations are found in the market where each product has different characteristics and flavors.

On the basis of the background information provided above, the author is interested in learning how TikTok influencers and TikTok social media have an impact on the brand perception of Cimory Yogurt Squeeze goods. Cimory Yogurt Squeeze is one of the food and beverage product lines of Cisarua Mountain Dairy, a subsidiary of Cimory Group. 2020 is the beginning of the launch of this Yogurt Squeeze product from Cimory in the midst of society. Yogurt Squeeze "Cimory" is one of the yogurt vendors with the first pouch-shaped packaging breakthrough in Indonesia.

At the beginning of its appearance, Cimory took advantage of the use of influencers to promote its latest product, Yogurt Squeeze on Tiktok. From 2020 until now, Cimory has been very massive in creating digital campaigns through Tiktok social media, especially for Yogurt Squeeze products. One of the influencers with the frequency of cooperation that is carried out continuously is Michele Alex (@cheekykiddo). Michele Alex is a food specialist influencer with a following of 2.4M on Tiktok.

Researchers first focused on Michele Alex's content in this study since it needs more investigation. In the video, Michele Alex received a remark from one of her fans with the handle farelfinanda04, informing her that Yogurt Squeeze items are already available at Alfamart. The topic you want to explore is hunting for Yogurt Squeeze products that have ran out everywhere. Then Michele Alex made a video documenting her trip to Alfamart and discovery of Yogurt Squeeze merchandise in response to the criticism. There were 6.0 million views, 591.7 thousand likes, 3,826 comments, and 1,450 shares of the material.

II. Review of Literature

2.1 Theory Uses and Gratifications

The Theory of Uses and Gratifications was the primary theory employed in this investigation. The "Mass Media Uses and Gratification Model," initially published in 1974, established the Theory of Uses and Gratifications. Around 1960, when television technology

began to advance, the U and G idea first surfaced. The decisions that the audience makes when digesting media messages pique the curiosity of media theorists. The fundamental tenet of Theory U and G is that the audience is engaged in addressing its wants and urges. They employ the medium because it serves a certain function. They took the effort to connect needs and media preference since they had other resources to address their requirements. The many decisions taken by the community itself, when driven by varied motives, are a symbol of society's activity. For instance, the motives for seeking knowledge (information seeking), enjoyment (entertainment), establishing social bonds (establishing links with others), and creating one's own identity are among the reasons under discussion (personal identity). The sociopsychological tradition that views communication as an interpersonal impact is represented by the U and G theory (Salim, 2013)

2.2 Public Relations

(Musi, 2020) According to Rex F. Harlow quoted by Firsan Nova (2011: 44) the definition of Public Relations is "the function of management which specifically helps in forming and maintaining a communication that takes place both ways, providing mutual understanding, accepting and cooperating between organizations and communities in which problems are involved, helping management to obtain a variety of information and responding to opinion in general, defining and emphasizing the sense of responsibility of management in carrying out community interest services, helping management to participate in carrying out a use, and helping to anticipate bias and also using clear research and communication as the main target. "

An influencer is a person who has the power to persuade the broader public to purchase a product based on their reputation. Due to the relatively high level of efficacy of advertising employing influencer services, many businesses (80%) employ influencers to act as brand ambassadors for their goods. It is typical for businesses to work with influencers to sell their products if the target market has been attained thanks to the influence of influencers. (Alwi, 2020). (Heriyanti et al., 2021)

2.3 Influencers

Influencer means someone who can influence the general public to buy a product on their reputation. Many companies (80%) use the role of influencers to become brand ambassadors for their products because advertising using influencer services has a relatively high level of effectiveness. If the target market has been reached due to the influence of influencers, it is not uncommon for companies to collaborate with these influencers to market their products.(Alwi, 2020)

A social media influencer is a person who has a sizable following or the ability to affect their audience, according to Musnaini et al. (2021). A product influencer has to have a personality that complements the one they are promoting (Sugiharto and Ramadhana, 2018). Using influencers as a persuasive strategy might assist increase attention to your message if the audience is interested in them for whatever reason.

According to the various definitions of influencers that have been offered, in general, influencers are individuals or a group of individuals who typically have a large number of followers both online and off, as well as expertise in a particular field, allowing many of these individuals to trust and value their opinions more.

2.4 Various Influencers

Influencer is someone whose social media has a relatively large number of followers and has a strong influence on their followers where influencers are usually those who have a

profession as a YouTuber, celebgram etc. (Tokopedia, 2019). Influencers are categorized into three types, namely:(Hanindhaputri and Son, 2019)

1. Mega Influencers, which are occupied by artists who are well-known both in cyberspace and in real terms where they already have personal branding that does not need to be made anymore by a brand. Where their followers on social media reached 1 million people. Examples are Rafi Ahmad, Agnes Monica and Raisa.
2. Macro Influencer, is a professional creator who has a focus on a certain thing, where the followers on social media range from 100,000 to 1 million people. Examples are: Putu Aditya (Writer and Videographer), Ryan Adriandhy (Stand Up and Animator)
3. Micro Influencer, which is someone whose social media followers are 1000 to 10,000 people. Where they can also be called a buzzer because they often review a product based on their experience using the product so that they get a sense of trust from followers and the company more.

2.5 Influencer Indicators

In deciding to choose an influencer who will later advertise a product to be better known to many people, it is necessary to observe several aspects so that the right influencer can be selected to have a positive influence on the product he advertises. Here are some indicators to look out for in choosing influencers:(B. Setiawan and Rabuani, 2019)

1. Credibility, the reference is a sense of trust in influencers for their expertise in doing endorsements.
2. Attractiveness consists of three things related to similarity, things that are liked and familiarity. This attraction is not only physical to be considered, but also related to his intellectual skills, personality traits he has to lifestyle.
3. Power is the amount of influence that can be generated on the behavior of influencers in influencing their audience.

2.6 Social Media

(Ainiyah, 2018) social media is a place that contains a variety of social interactions carried out by users, where in social media between users there is feedback on each other providing various information in various forms. Definition of social media (Hariyanti and Wirapraja, 2018) is a technology that can be reached by the existence of the internet which contains various conversations on various things. The difference with web applications is in the content in them.

Van Dijk in Nasrullah, 2015 termed social media as a place that focuses on the existence of its users where there are various facilities that users can use to collaborate or be creative. So, it is not uncommon for many people's views on social media to be a medium to connect with each other between users. Meike and Young in Nasrullah (2015) define media as the convergence between communication carried out personally between individuals and public media to share information with anyone without exception. (Setiadi, 2014) .

Social media is a medium that can be accessed online in which there are social interactions that apply technology that can be reached using the internet which can turn communication into an interactive conversation. The definition of social media based on Anderas Kaplan is "a group of internet-based applications that build on the ideological and technological basis of Web 2.0, and that enable the creation and exchange of user-generated content". A social network is a site that allows a person to create a personal page that connects with other users to share various information and carry out communication activities. Social networks that are commonly used and have a large number of users are Facebook, Youtube, and Twitter. Social media is open to anyone who is interested in

participating by making several contributions or feedback openly which can be accessed anytime and anywhere without restrictions. (Cahyono, 2016).

In essence, (Setiadi, 2014) using social media can be carried out a variety of two-way activities in which there is collaboration, introduction to a visual or audiovisual exchange of information. Where in essence, social media contains three dimensions, namely "sharing, collaborating and connecting".

2.7 TikTok

TikTok is a social media where users are given the feature of making a short video and can share their videos which contain users who are singing or dancing (Winanto, 2020). TikTok has a video duration of 15 seconds where in the video there is a unique filter and can also be accompanied by a song that is currently popular in the market. Where the videos that are on TikTok can be shared to other social media (Deliusno, 2020). TikTok is one of the applications that is widely used as a medium in marketing a business product.

Several aspects were found in the intensity of using TikTok, namely containing "attention, passion, duration and frequency" (Dewi et al., 2021). The TikTok application can be downloaded through the play store or Appstore (Primary and Muchlis, 2020). According to Kusumastuti, 2009 to measure TikTok's social media indicators, namely completeness, conciseness, consideration, concreteness, clarity, and courtesy (politeness) (Kristia and Harti, 2021).

2.8 Brand Image

According to Firmansyah (2019), brand image refers to consumers' feelings and ideas after hearing or seeing a product. Positive brand perception among consumers will improve their propensity to purchase the company's goods. Additionally accountable, a brand contributes to the favorable perception of a business. Brand image is the perception that exists in society of a firm that produces the things it sells or a presumption that develops in society towards a brand in an actual way (Made and Rani, 2020). where a number of uncontrollable elements might have an impact on the brand's image. According to Arslan and Zaman (2014), brand image is the whole of a personality that exists in consumers' minds and may persuade them to buy marketed items. Because people frequently notice a brand's popularity, brand image is a business identity that cannot be ignored.

Supriyadi et al. (2017) defines a brand image as a sense of confidence possessed by consumers over the quality of a particular brand. Based on Aaker's research in Foster (2016) consumers have a tendency to buy a product that has a well-known brand because there is a feeling of comfort with what they have known before. In measuring the brand image based on Keller in Nuraini (2015), there are several things that must be considered, namely containing strength, uniqueness and preferences (Made and Rani, 2020)

2.9 Brand Image Indicator

Resmawa (2017); Keller (2012:56) explained that there are several things that can be used as a reference in measuring brand image, namely:

1. Strength of Brand Association

Where it is influenced by the factors of communication programs in marketing whose creation is carried out to be able to improve brand image in public perception and is a continuous program at a time.

2. Favorable of Brand Association

Where this is related to the ability of a brand to be easily known by the wider community. Which includes several associations that are expected by target consumers and

their delivery has been successful through marketing communication programs that also provide support to the brand.

3. Unique of brand association

Where this aspect depends on two factors, namely the extent to which product associations have differences with other products that are the same use and the extent to which the product has similarities with other products.

In conclusion, brand image can be interpreted as an image that contains the impressions arising from a brand that is in the minds of customers. In placing a brand image so that consumers always remember it, a continuous approach must be taken so that it can be firmly embedded and can be accepted positively because a positive brand image can support an increase in the purchase of a product offered by the company. The increase in the value of the company's shares, the higher the company value, the higher it will be (Katharina, 2021). In the current economic development, manufacturing companies are required to be able to compete in the industrial world (Afiezan, 2020). The existence of the company can grow and be sustainable and the company gets a positive image from the wider community (Saleh, 2019).

III. Research Method

The positivist paradigm was employed in this study because researchers intended to obtain accurate and definite facts using numerical data that could be assessed using trusted and legitimate techniques. This study employed a quantitative research design and a survey approach to gather closed-type data using questionnaires or questionnaires. Multiple methods of linear regression analysis were applied in this investigation. The link between two or more variables expressed in the form of relationships or functions is measured using multiple linear regression models. It is necessary to clearly distinguish between free variables and constrained variables, which are often represented by x and y. (Kurniawan, 2016).

The Likert Scale was employed in this study, and each instrument item had four possible responses: SS (Strongly Agree), ST (Agree), TS (Disagree), and STS (Strongly Disagree). The Likert Scale is used to gauge a person's or a group of people's attitudes, views, and perceptions on social phenomena, according to Sugiyono, 2014:168 in (Idris et al., 2019). Each instrument question that uses the Likert scale has a response that ranges from extremely negative to very positive. In this study, the population used was an audience that commented on @cheekykiddo content that was aired on December 17, 2020. The number of comments on the content is 3,826 comments, the data was withdrawn on August 14, 2021 at 16.00 WIB.

In determining the sample, a random sampling technique is used, which according to (Sugiyono, 2014:66) is a method of withdrawing from a population or universe in a certain way so that each member of the population or universe has an equal chance of being selected or taken. (Hamdhana and Iqbal, n.d.) In determining the number of samples, it is searched by the Slovin formula with the error limit is 10% below: (Firdaus, 2021).

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Number of Samples

N = Total Population

e = Error Limit (Error Tolerance)

$$\begin{aligned}
n &= \frac{3826}{1+3826(0,1)^2} \\
n &= \frac{3826}{1+3826(0,01)} \\
n &= \frac{3826}{1+3826} \\
n &= \frac{3826}{39,26} \\
n &: 97.45
\end{aligned}$$

Based on the results obtained from the formula above, the number of samples from the population was set at 97.45 respondents. But researchers rounded the number of respondents to 100 respondents. Validity is also required in a scale, according to (Siregar, 2017) validity or validity is to indicate the extent to which a measuring instrument is capable of measuring what it wants to measure (a valid measure if it successfully measures the phenomenon). In this study, the validity used is the validity of the construct. According to Jack R. Fraenkel construct validation (determination of construct validity) is the broadest in scope compared to other validations, because it involves many procedures including content validation and criteria validation in this study, (Siregar, 2017).ji validity using the SPSS 25 (Statistical Program for Social Science) tool for Windows. In SPSS, this study will use Cronbach's Alpha method.

IV. Discussion

From the results of the study, the researcher conducted a statistical test of SPSS 25 by distributing 29 items of questionnaire statement to 100 respondents as a population and samples of this study that have been determined. In the characteristics of respondents in this study who have used the TikTok application, respondents also know the Tiktok account @cheekykiddo and watched videos @cheekykiddo Cimory Yogurt Squeeze.

In this study before the questionnaire was distributed, researchers tested validity using a construct applying the product moment correlation technique using the SPSS 25 tool.

Table 3. Variable Validity Test X1 Influencer Characteristics

Items	Corrected Item-Total Correlation (R Count)	R Table Sig 0.05	Remark
X1.1	0.560	0.197	Valid
X1.2	0.662	0.197	Valid
X1.3	0.544	0.197	Valid
X1.4	0.557	0.197	Valid
X1.5	0.690	0.197	Valid
X1.6	0.657	0.197	Valid
X1.7	0.682	0.197	Valid
X1.8	0.494	0.197	Valid
X1.9	0.612	0.197	Valid
X1.10	0.647	0.197	Valid
X1.11	0.637	0.197	Valid

Table 4. Variable Validity Test X2 TikTok Social Media Content

Items	Corrected Item-Total Correlation (R Count)	R Table Sig value 0.05	Remark
X2.1	0.452	0.197	Valid
X2.2	0.672	0.197	Valid
X2.3	0.680	0.197	Valid
X2.4	0.667	0.197	Valid
X2.5	0.667	0.197	Valid
X2.6	0.724	0.197	Valid
X2.7	0.733	0.197	Valid
X2.8	0.719	0.197	Valid
X2.9	0.700	0.197	Valid
X2.10	0.628	0.197	Valid
X2.11	0.652	0.197	Valid
X2.12	0.586	0.197	Valid

Table 5. Y Brand Image Variable Validity Test

Items	Corrected Item-Total Correlation (R Count)	R Table Sig value 0.05	Ket
Y1	0.612	0.197	Valid
Y2	0.676	0.197	Valid
Y3	0.688	0.197	Valid
Y4	0.608	0.197	Valid
Y5	0.625	0.197	Valid
Y6	0.679	0.197	Valid

Based on the table of calculation results of all question items for the questionnaire variable (X1) influencer characteristics consisting of 11 question items, variables (X2) TikTok social media content consisting of 12 question items, and variable (Y) brand image consisting of 6 question items that state the calculation results of all validity because r count is greater than the value of r table = 0.197 (r calculate > r table).

Table 6. Variable Reliability Test X1 Influencer Characteristics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.891	11

Table 7. Variable Reliability Test X2 TikTok Social Media Content

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.915	12

Table 8. Variable Reliability Test Y Brand Image

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.858	.859	6

Furthermore, in this study, a reliability test was carried out by applying the Alpha Cronbach technique, where each question instrument was tested for reliability, where from each variable the alpha value $> .60$. Based on the table of calculation results obtained by the value of Cronbach's Alpha on the variable (X1) of influencer characteristics of 0.890, the variable (X2) of TikTok social media content of 0.915, and the variable (Y) of 0.859.

Table 9. Statistical Test of Correlation of Bivariate X1 to Y

Correlations			
		X1Total	Y Total
X1Total	Pearson Correlation	1	.725**
	Sig. (2-tailed)		.000
	N	100	100
Y Total	Pearson Correlation	.725**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the results of table 2.7 above in the statistical test, the bivariate correlation of variable X1 influencer characteristics to the variable Y brand image has a significant influence relationship. This can be seen from the sig value. $0.000 < 0.05$ means H_a is accepted and H_o is rejected. Then, it can be seen that the Pearson correlations value is obtained 0.725. This figure shows that there is a very strong relationship with categories between the variable X1 characteristics of influencers and the variable Y brand image.

Table 10. Statistical Test of Correlation of Bivariate X2 to Y

Correlations			
		X2Total	YTotal
X2Total	Pearson Correlation	1	.760**
	Sig. (2-tailed)		.000
	N	100	100
YTotal	Pearson Correlation	.760**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the results of table 2.8 above in the statistical test of the bivariate correlation of variable X2 of TikTok social media content to the variable Y brand image has a significant relationship. This can be seen from the sig value. $0.000 < 0.05$ means H_a is accepted and H_o is rejected. Then, it can be seen that the Pearson correlations value is obtained 0.760. This

figure shows that there is a very strong relationship with categories between the variable X1 of TikTok social media content and the variable Y brand image.

Table 11. Statistical Test of Regression of X1 Bivariate Summary Model against Y

Model Summary									
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.725 ^a	.526	.521	1.75290	.526	108.610	1	98	.000
a. Predictors: (Constant), X1Total									

In the regression statistics test, the variable X1 of the influencer's characteristics against the variable Y brand image has an influence of 0.526 which is seen from the value of R Square. This means that in this case it can be concluded that from the validity of the regression of the summary model between variable X1 the characteristics of influencers managed to influence the variable Y brand image by 0.526 or as much as 52.6% and the remaining figure was 47.4% of facto-factors or other variables not measured in this study.

Table 12. Statistical Test of Regression of X2 Summary Model against Y

Model Summary									
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.760 ^a	.578	.574	1.65344	.578	134.215	1	98	.000
a. Predictors: (Constant), X2Total									

In the regression statistical test, the variable X2 of TikTok social media content against the variable Y brand image has an influence of 0.578 which is seen from the value of R Square. This means that in this case it can be concluded that from the validity of the regression of the summary model between variables X2 TikTok social media content managed to influence the variable Y brand image of 0.578 or 57.8% and the remaining figure is 42.2% of factual factors or other variables not measured in this study.

In univariate analysis, the data that has been obtained from the results of data collection is presented in the form of a frequency and text distribution table. Where the independent variable is the characteristics of influencers and TikTok social media content, then the dependent variable is brand image. Researchers use this analysis because it is to simplify the data set of measurement results, so that the data set becomes useful information.

In the calculation results of the overall bivariate statistical test between variables X1 of influencer characteristics, the X2 variable of TikTok social media content to the variable Y brand image has a significant relationship. This can be seen from the sig value. $0.000 < 0.05$ means H_a is accepted and H_o is rejected. Then, it can be seen that the Pearson correlations value is obtained 0.725. This figure indicates that the existence of a relationship with the category is very strong among the variables X1 influencer characteristics and variable Y brand image. Then Variable X2 content media social TikTok and variable Y brand image also have a very strong relationship with a Pearson correlations value of 0.760.

In the summary model regression statistical test seen from the R Square value, the variable X1 characteristic of influencers to the variable Y brand image has a relationship

magnitude of 0.526 or 52.6%. And in the X2 variable, TikTok's social media against the Y brand image variable has a relationship size of 0.578 or 57.8%. In the results of this study, variable X1 characteristics of influencers, X2 of TikTok social media content has a relationship with the variable Y brand image in the case study of social media TikTok accounts @cheekykiddo in Cimory Yogurt Squeeze content.

V. Conclusion

5.1 Conclusion

Based on the results of the analysis and discussion in this study, it can be concluded that there is a significant relationship between the criteria for influencers and TikTok social media content. These results are known in the results of statistical tests which state that the criteria for influencers and TikTok social media content have a strong relationship with the brand image of the Cimory Yogurt Squeeze product that is promoted and advertised through tiktok social media accounts @cheekykiddo. This is also in line with the results of the distribution of questionnaires that have been filled out by respondents which stated the same statement, namely the criteria for influencers and TikTok social media content to have a strong relationship with the brand image seen and assessed by respondents on the TikTok social media account @cheekykiddo on the Cimory Yogurt Squeeze product.

5.2 Suggestion

The advice in this study to deal with the phenomenon of using digital technology, especially in the use of TikTok social media to build a brand image in a brand by using influencers is an effective thing with wise influencer selection in order to convey the message that the brand wants to convey to its audience. Influencers must make better use of social media and as wise users in seeing the video content displayed, especially when they want to convey a message or product they want to offer. In other cases, influencers also make a big influence and TikTok social media become an intermediary or channel in conveying informational messages to make promotional and advertising activities carried out on brands in increasing awareness and image of the brand image by giving a good message to the audience that is really the product very useful for someone in the promotional video activities display.

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