

Analysis of Influencer Marketing Communication in Using the Live Feature on the Tiktok Application

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Abstract

The Indonesian Tiktok application is widely used for creativity and business by the community. Currently there are several influencer marketing who use the live feature to run their business with their own style of language or personal branding. Speech style is the use of the richness of a language by someone in speaking or writing. In addition, the use of certain varieties can also be interpreted as achieving certain effects or the general characteristics of the language of a literary group. The purpose of this study is to analyze influencer marketing communication strategies to attract customers through live tiktok functionality when doing business. This research method uses AIDA's essence theory (Awareness, Interest, Desire, and Action). The results of this study were obtained from the Tiktok account@ddhivaaaaa. The use of this research is not only to add insight and knowledge, but also to provide information about the use of the language-style Tiktok application for influencer marketing, especially in live functions.

Keywords

Live Tiktok feature;
Influencer Marketing;
Language style strategy



I. Introduction

In today's digital era, many people cannot be separated from gadgets or commonly referred to as hardware devices. This is because it can help most of the human needs. One of the social media that is currently popular is the tiktok application. Even though it has been around since 2017, this application has only been a hit since the Covid-19 era entered Indonesia (Tosepu, 2018, p. 215).

Starting from a number of activities that required people to stay at home, aka staying at home at that time, making people look for their own entertainment with this tiktok application. Starting from watching funny videos to becoming a user as a content creator and then getting a number of endorsements so that it appears as an influencer marketing designation that utilizes this application.

Tiktok is a social media application that supports video creation with interesting features. Tiktok has been downloaded 2 billion times through the Google Play Store and Apple App Store based on data from Sensor Tower as of April 2020. This number includes Douyin, Tiktok's sibling specifically for the Chinese market. This is a new record obtained by Tiktok in five months after reaching 1.5 billion downloads. For this achievement, Tiktok is the first family of applications after the Facebook application (WhatsApp, Instagram, and Messenger) to break the record of 2 billion downloads since January 1, 2014. In addition, Tiktok is also the most downloaded platform worldwide as of July 2020. According to AppAnnie's data report, as of July 2020, active users of the Tiktok platform reached 689,174,299 million users worldwide and will continue to grow. This means that this platform seems to have a target consumer as well as a big opportunity for business people to use Tiktok as a means to promote their products. (dataindonesia.co).

The application has several features that can be used for doing business, one of which is the Live feature and the TikTok Shop which are currently popular with Influencer Marketing. However, of the many influencer marketing, only a few have a large number of viewers so that they have an increased sales turnover. And some are even less crowded. Which of course affects the turnover they will have.

New influencer or community relationships in line with digital evolution Being part of public relations, it is important to communicate with various online communities that have the potential to make a difference which may or may not be identical to traditional communities (Theaker, 2016). Strategic communication of social media influencers has become a major issue of strategic communication. Many organizations have identified social media influencers as intermediaries, primarily because they provide access and equity to hard-to-reach stakeholders such as teen and young adult consumers or interest groups.

Therefore, it is a logical step when the current organization starts in the formation and development of strategic communication for social media influencers. Social media influencers are stakeholders that can be served by an organization's specific organizational functions and strategic communications. From a strategic communication perspective, social media influencers are defined as third actors who establish a large number of relevant relationships with certain characteristics and influence organizational stakeholders through the production and distribution of content, interactions, and personal appearances on social networks (Enke & Borchers, 2019). Social media is an example of a relatively recent development of information technology (Marbun et al, 2020). Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed appearance and state, someone can carry out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language, but communicating through social media do not have to pay attention to it, sit back with a cup of coffee and use casual clothes a person can carry out communication activities (Marlina, 2020).

In addition, organizations can work closely together from a strategic communication perspective of social media influencers to achieve marketing goals. Social media influencers can act as partners by incorporating commercial content in organic stories or as independent critics. Strategic Social Media Influencer Communication allows for the transfer of its image, especially when organizations and social media influencers work together over the long term once in action. Organizations can use a variety of Social media to influence communication across multiple platforms and content formats such as text (blog), images (Instagram), video (YouTube) and more to enhance streaming (Borchers, 2019).

Social media influencers influence organizational targeting Influencer Marketing is seen as one of the best strategies to bring in potential customers. When doing marketing using social media by leveraging the mass that an influencer has, an influencer can create a better product brand image and at a lower cost compared to using artist brand endorsers or public figures who are already among the top artists. In general, an influencer is usually chosen based on their abilities, expertise, level of popularity, and reputation. By using this method, it is hoped that a company or a certain brand will be more loyal to the influencer, namely by building deeper relationships and not just explaining about the product but more about information as well as special facilities that are obtained for new products and the behind-the-scenes processes of brand to be promoted (Novi, Alexander, 2018., p.143).

In general, appeals to influencers in advertising can be both logical and emotional so that they can provide representative influence and are seen as more effective in diffusion to convince consumers from all walks of life. Representation from influencers includes honesty (reliability), skills, knowledge (competence), attractive features (attractiveness) and similarity (similarity) to consumers. So, brand owners are willing to pay a lot for influencers who are liked and appreciated by the public because indirectly they are influencers who are seen as important in influencing consumer behavior towards the advertised product.

Influencers have become a very appropriate and effective way to build strong relationships between brands and consumers (Hamalainen, 2016). Influencers contribute to consumer and brand relationships (Schouten, AP, L. Janssen, 2019). Each influencer has varying effectiveness so that selecting influencers who are compatible with the brand is not an easy challenge for brand owners (De Veirman, M., V. Cauberghe, 2017).

II. Research Method

Ardianto's data collection method is "a method or technique by which information is found, explored, collected, classified and analyzed." (Maudi, Erik & Susilowati, 2018)

This research uses a descriptive research method that is finding facts with interpretations according to descriptive research studies of problems in society, regulations in society and in certain situations, for example regarding relationships, activities, arrangements, appearance, in carrying out processes of a relational phenomenon.

The descriptive method can also be interpreted as a method of examining the state of a group of people, objects, boundaries, class systems, thoughts or current events. The purpose of descriptive research is to do systematic, factual and precise descriptions, drawings or sketches. The facts, properties and relationships in studying phenomenal. Descriptive research is one of the forms devoted to research. Explain this phenomenon exists, and natural phenomena and man-made phenomena. these phenomena are forms, functions, properties, changes, relationships, similarities and differences between one phenomenon and another (Sukmadinata, 2006:72).

Descriptive research aims to describe something like space or relationships, develop opinions, continuous processes, effects of events or trends from a place. In addition to collecting data during implementation, this method also includes analysis and interpretation of the meaning of the data (Surakhmad, 1982:139) .

Based on some of the definitions above, this study uses a descriptive method because it aims to describe or describe phenomena in the form of ongoing activities or processes. The activity or process that this research wants to describe is the analysis of Influencer Marketing communication in the use of the live feature on the TikTok application.

IV. Results and Discussion

4.1 Tik Tok the Big New

Over time, the development of technology and information is increasing. Every breakthrough, new or better, is a sign that today's technology is advancing. One of them is with an application that is easy to manage and use by the community. The application can provide facilities that can support its users. An example of an application that is trending in the community is the Tiktok application.

Social media-based applications are currently the most widely used source of information for young people or millennials in Indonesia. The development of social

media is currently growing rapidly and new applications are widely recognized, such as Tik-Tok, Instagram, Facebook, WhatsApp and Twitter. But People prefer TikTok because it is a social media based on video sharing which gives results other users can share, like and comment on their posts. Get publication results on TikTok Shared on Facebook, Twitter, Instagram and Tumblr, sales through TikTok can also go viral because like a virus that spreads quickly, so do other TikTok users (Christy, 2021; Rachmawati, 2021).

TikTok empowers everyone to become a content creator and encourages users to share their creative expressions through 15-60 second videos. What differentiates the TikTok application from other competitors is that it allows everyone to become a creator due to the way it creates content is simple and relatively easy to use (Fachmy et al., 2021;Schillinger et al., 2020).

Created by Zhang Yiming from China, this application was officially launched in September 2016. Tiktok is a social media platform or application that focuses on sharing short videos between users. More details in the journal(Su, et al., 2020)titled "Fan Engagement in 15 Seconds": Affiliate Marketing for Athletes During the Tiktok Pandemic” explains that users can take advantage of various templates, filters and visual effects, as well as a built-in music library to create short videos.

The journal also explains that Tiktok is gradually moving towards a more commercialized social media platform that allows users to earn from in-app purchases and paid reactions or donations in response to their videos. Influencer marketing can also promote their products through live features. Many social media experts say that Tiktok will become "The Great New Media". This is supported by the many downloads of this application.

According to Sensor Tower data, Indonesia has the highest number of downloads with 11% of downloads. Brazil follows with 9% of all downloads. This information shows that Tiktok is currently a social media platform or application that has its own strengths to attract the attention of its users. With further development, the Tiktok app is not only for entertainment, but can also be used as a new form of digital marketing.

The Tik Tok application is an application that provides unique and interesting special effects. Users can easily access it so they can make short videos with cool results and can be shown to friends or other users. This short film video social app supports a lot of music for users to play. Performing with dance, freestyle and stills in such a way that encourages the creativity of users to become content creators. (Putra, 2018).

With the support of Intelligence technology company, ByteDance, allows Tik Tok Understand what you want and what you often do users to provide good and continuously improving demand suggestions. The special effects given to the users of the Tik Tok application also vary, making the resulting short videos interesting because they have direct effects (Susilowati, 2018).

Through this application, it has features that support e-commerce businesses, namely Live Streaming and TikTok Shop. In general, the requirement for an account to be able to use this feature is to have a minimum of followers that have been determined by the application. However, there are other events for an account that wants to start a business without having the number of followers that has been set by the application. Namely by way of Akita creating a new account in the TikTok Seller application which can be downloaded via the PlayStore or AppsStore. Then all we have to do is register a new account and follow the next steps according to the instructions provided and wait for our account to be verified from the TikTok Seller. After being verified, the live feature will automatically appear and the TikTok Shop on our TikTok account will appear.

Existing features can play an important role in consumer decision making. The following are Several factors that influence consumer purchasing decisions on social media: 1) Influencer Rating, Social influencers refer to people who have a significant number of followers on social media. Influencer marketing is widespread and visible, especially on social media platforms such as ticks 2) Social media connections, creating a unique brand through advertising. Promotion of Social Influencers products of a particular brand and thus share their opinion with their followers. The brand must be visible and recognizable, the information must be accessible to all users. By paying attention to active behavior on social media and creating valuable content for followers, i.e. consumers, brands can improve their image and credibility and gain new followers internally. As social media reach a wider audience, their promotions become highly focused retargeting possible. This allows brands to go beyond strategies that help achieve marketing goals while maximizing resources (Siregar et al., 2021; Wursan et al., 2021).

4.2 Advertisement

According to the Big Indonesian Dictionary (KBBI), news refers to advertising interests, public interest in the products and services offered, promotion of goods or services for sale in general, in the media or in public places. Kotler defines advertising as a form of impersonal presentation and promotion of ideas, goods or services from an identified sponsor for a fee. (Dewi:2020).

Advertising is an advertising technique used to encourage persuasive communication with consumers, and the presentation format is impersonal (Saladin, D., & Oesman, Y., 2002). The Promotion Technique is one of the techniques used by the Tiktok @ddhivaaaa account to manage digital marketing content.

Advertising is a form of communication which is a major part of advertising, which uses various forms of mass media, namely electronic media (television and radio), printed media (newspapers, magazines, newsletters) and alternative media (internet), this can be seen from several electronics. , where advertisements that are usually aired on television are inserted as the opening of a film or drama series. (Hasnatang in Purba, N. and Tambunan, K. 2021). Advertising is a message that offers a product that is addressed to the public through a media. Kotler and Keller (2007: 244) add that advertising is all forms of non-personal presentation and promotion of ideas, goods, or services by certain sponsors that must be paid. Based on the above understanding, it can be concluded that advertising is any non-personal presentation intended to promote ideas, or provide information about the advantages and benefits of a product that is financed by a certain sponsor. (Kasali in Purba, N. et al. 2021)

Advertising appeal is an approach that aims to attract attention and influence consumer perceptions of products. According to Wang, Cheng and Chu (Maria: 2022) the purpose of advertising is to "motivate consumers to take certain actions or influence their attitudes towards certain products.

From the above report, the researcher concludes that the purpose of advertising is to attract. The goal is for consumers to buy and get this product offered. There are two categories of claims, rational appeal and emotional appeal. Rational addressing is addressing that emphasizes the actual product. Reasonable advertising appeal, emphasizing product benefits consumers expect from the product or service. Although emotionally attractive This is defined as an attraction that can affect the mental state of the recipient of the news

Tiktok is currently one of the social media used for digital marketing. Goods or products sold through Tiktok can be distributed through various digital marketing

techniques. Based on the ad analysis done with the live function, the researcher made 5 impressions on the TikTok account@ddhivaaaaa found several marketing communication techniques, namely by getting closer to the audience by answering questions that are even more personal in nature not about the product being sold, then conducting a review directly or while using the product being sold, and most importantly because the account@ddhivaaaaa This is marketing clothing products, so intelligence is needed in the mix and match suits used to make it more attractive to customers.

4.3 Marketing Communication Analysis

On the account @ddhivaaaa or commonly called Adhiva Amalia, who has been an Influencer Marketing in the TikTok application since 2018 with the twists and turns of the journey, one year later she only received endorsements from several brands until now she can get a turnover of billions of rupiah from sales of the TikTok Shop and the Live feature of the TikTok app.

On this account, @ddhivaaaa or Adhiva Amalia markets a product in the form of women's clothing which is quite trendy for today's youth market. This product can be used for those who wear hijab or non-hijab, so it has a fairly wide market.

Through several live recordings of the Influencer's sales, the researcher finally obtained several key communications that were carried out to get turnover of up to billions of rupiah. Namely by clarifying the articulation of speech, making voice a brand image and repeating information when marketing a product. Apart from how to communicate, there are other ways to support this marketing, namely creating interesting content and posting it before doing Live Streaming on the TikTok application so that it can increase customer attractiveness.

The contents of this content can be in the form of story telling while providing promo information or big discounts in Eid, Christmas, or other big events. Then don't forget to also provide information regarding the next Live Streaming schedule.

The mix and match outfit that will be worn by @ddhivaaaa while doing Live Streaming must also be done as a sample for use, so you have to pay close attention to the details of the match. So, from this @ddhivaaaa account, besides the way of communicating, there are also other supports that make the product sell well.

Now, with a number of marketing methods, of course, testimonials from customers are also very necessary, this also affects the TikTok Shop algorithm too. So that the buyer is obliged to provide a review on the available product ethalase after the customer's item arrives at hand.

IV. Conclusion

Account@ddhivaaaa using different digital marketing techniques. In this study, researchers found digital marketing techniques implemented by the @ddhivaaaa account and several digital marketing techniques such as advertising, storytelling, discounts, endorsements, hashtags, and promotions. In addition, the researcher found several observations about the latest digital marketing technique, namely the use of live feature functions with their own brand. It is hoped that further research proposals can maximize the data collection process, not only through content analysis, but information will be obtained through observation, interviews and distributing questionnaires to content creators, so that the information obtained will be more comprehensive. With campaigns using digital marketing techniques, it is hoped that it can increase engagement which has an impact on apparel industry players.

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