

# CHAPTER I INTRODUCTION

## 1.1 Research Background

The development of globalization has sent the world community in the era of the industrial revolution 4.0, namely industrial developments that emphasize digital economy patterns, *artificial intelligence*, *big data*, *robotics* and so on or known as the phenomenon of *disruptive innovation*. The concept of the Industrial revolution was introduced by Prof. Klaus Martin Schwab, German engineer and economist, who is also the founder and *Executive Chairman of the World Economic Forum*, who mentioned that we are currently at the beginning of a revolution that fundamentally changed the way of life, work and relate to each other, in the industrial revolution

1.0 industrial development is characterized by mechanization and energy based on steam and water, in the industrial era 2.0 it is characterized by the development of electrical energy and driving motors and has produced telephone aircraft, cars, and airplanes as an example of the highest achievement, in the Industrial revolution 3.0. Marked by the growth of electronics-based industries, information technology, and automation, digital technology and the internet began to be known at the end of that era, while in the industrial era 4.0 it was marked by the development of the Internet of/ for Things, which is a concept of using a global network (*global networking*) which connecting physical and virtual objects through data exploitation and communication capabilities, high autonomous data capture, event transfer, network connectivity and interoperability.

The development of the industrial evolution era has also triggered the increasingly massive use of social media and online media by all components of society in carrying out their daily lives, including in making transactions. finance and business transactions or e-commerce. In journal writing conducted by Itca Istia Wahyuni, Dini Salmiyah Fithrah Ali (2018) was informed that :

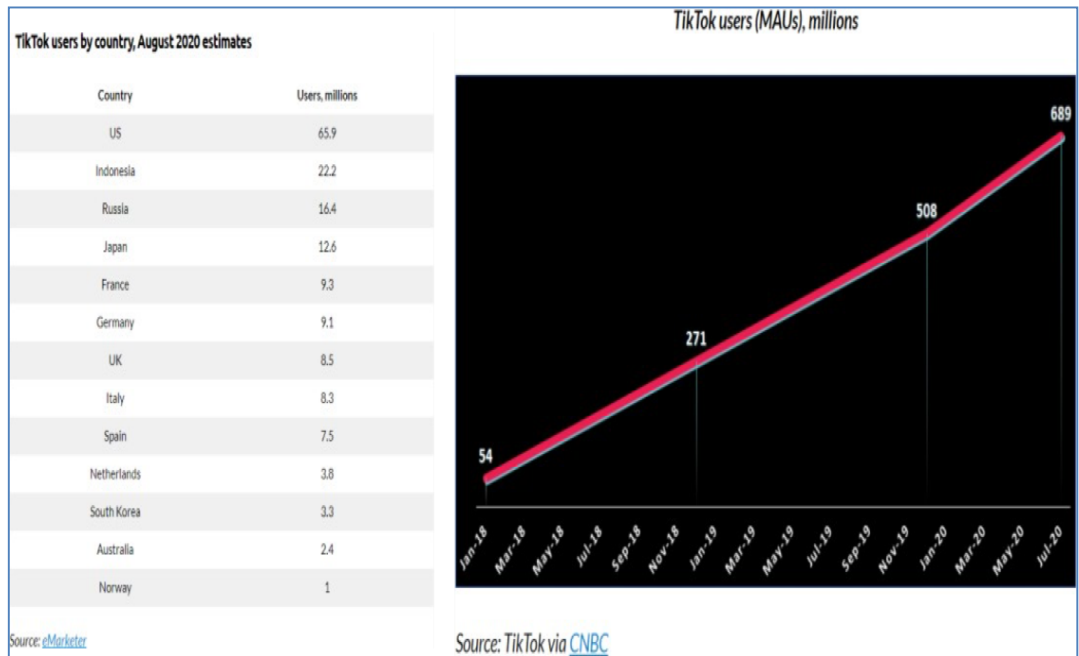
At the online operational level distribution channels carry a set of values and benefits that are realistic and consistent. For businesses that are market driven oriented, value marketing is cheap, effective, flexible and unique.

According to IDC (International Data Corporation), electronic trade statistics in Indonesia have reached Rp. 35 Trillion (2009). Meanwhile, in 2014, the Indonesian Entrepreneurs Association (Apindo) recorded *that e-commerce* transactions in the country reached an average of Rp 100 trillion / year. The large number of electronic trading transactions has not been relatively mastered by local players, where the standards of websites or sites that provide electronic trading have not been met by the managing local merchant websites using internet accessibility, online transaction and payment platforms . In this case, marketers promote their products more through social media choices on the grounds that using social media can make work easier and can be done at home.

One form of online transaction is through social media as is the case with tiktok, Instagram, youtube and others like that. The things that social media produces are usually of public concern. One of them is the content generated by the tiktok application.

The number of active social media users in Indonesia reached 191 million people in January 2022. That number is up 12.35% compared to the previous year. Based on the *We Are Social* report, the number of active social media users in Indonesia is 191 million people in January 2022. This number is an increase of 12.35% compared to the previous year of 170 million people. Looking at the trend data, the number of social media users in Indonesia continues to increase every year. (Mahdi, 2022: Number of Active Users of social media in Indonesia in 2015-2022. Taken from DataIndonesia.com, January 2022 access). From this data, it can be conveyed that, so many people use social media, where we can take opportunities or take advantage of them to promote digitally easily.

According to data obtained by Mansoor Iqbal, In 2021, TikTok is one of the most preferred apps in the world (at least for those under a certain age), its success is supported by some of the most advanced AI in the world, Here's the latest TikTok user data. From Databoks – Katadata, Indonesia ranks seventh with an average time spent on TikTok of 23.1 hours / month. Meanwhile , the average time spent on TikTok worldwide is 19.6 hours/month.



**Figure 1.1. TikTok Users in each Country and Statistics**

(Source: Tiktok via CNBC, January 2022 access)

TikTok is available in more than 150 markets worldwide, in 39 languages. The latest official statistics available from July 2020 show that there are 689 million TikTok users worldwide (monthly active users). (Iqbal, businessofapp). From the data above, of course, more and more users are also seeing content. Even TikTok itself has a different algorithm and makes it easy for all content to go viral.

The TikTok application is a medium in the form of audio-visual, this media is an application that can be seen can also be heard. The TikTok app is a Chinese social network and music video platform launched in September 2016. This application is a short video creation application supported by music, which is very popular with many people including adults and underage children. So, it can cover many audiences. With several features that are easy to use, TikTok is a social media that can be said to be in great demand.

From the tagline, it is explained that instead of creating an ad, it is better to make a TikTok video. For someone who opens a business, this is a huge opportunity because there are so many TikTok users.

*TikTok For Business* is a medium to liberate the creative side of your brand. An immersive world where anyone can freely express themselves with their own audience. Thousands of businesses have used TikTok Business Accounts, public profiles that allow them to find their voice and build a cohesive marketing strategy. TikTok Business Accounts provide an opportunity for businesses to see the performance of their content in real-time. Thus, decisions can be made appropriately based on the analysis of the data obtained. Features on TikTok Business Accounts provide creative metrics, insights, and tools that make businesses think like a marketer but act like a creator.

The impact of the virality of TikTok content is quite influential on other social media platforms. The main page of TikTok "FYP" or *for you page* is a collection of content that is currently going viral on the application. The more people watch, the higher the *engagement* of a piece of content, therefore the more likely the content is to be seen by *an audience* with a long reach. On the other hand, Instagram, YouTube, TikTok platforms have different algorithms, therefore businesspeople must be able to see opportunities. Then, follow the algorithm of each of these platforms, especially TikTok. Social media platforms such as TikTok will be an opportunity platform for businesspeople. Especially for online businesspeople who do not have real outlets or stores and only rely on social media as a platform to find consumer opportunities.

Judging from the definition that promotional media is a tool that can contain and carry seller's message to potential buyers, then media selection is an important thing for business people to do so that the seller's message is conveyed well to buyers both through the reach of the media used, its frequency and impact, selection of the main media used, selection of the media used specifically, and the timing of the advertisement used in the media.

In today's era, the use of internet media is ideal for marketing goods or services. Product marketing that uses the internet or can also be called E-marketing is an electronic marketing model that includes the work of business owners to communicate, providing promotions, and selling products that are displayed through the internet.

Digital marketing is a product marketing through digital media that is connected

to the internet. Currently the internet can not only connect people with digital media, but can also be used as a liaison between consumers, this facilitates communication in the form of marketing promotion through cyberspace. The existence of digital marketing also makes communication between producers, marketers, and consumers or buyers easy.

In addition, digital marketing makes it easier for businesses to monitor and provide everything needed by potential consumers. Digital marketing is able to cover all internet users wherever they live without any restrictions on region or time. Internet applications that are widely used in marketing are social media, for example Twitter, Instagram, Facebook, Telegram, Spotify, YouTube, and TikTok. Product sellers can also take advantage of website 3 media or other personal sites. If business actors want to continue to survive from the competition, then they must take advantage of the internet as a marketing medium.

The selection of media plays an important role in promotional activities because without media the message will not reach the desired audience group. Producers realize that the role of the media is mainly quite effective in incorporating brands into the minds of consumers in a way that distinguishes them from competition (positioning). The positioning of a brand is the perception among the target consumers. This perception is based on its functional attributes and benefits and also on the non-functional or emotional associations it acquires mainly from its advertising. Similarly, since it is a perception, it is colored by the attitudes, beliefs and experiences of the target consumer, thus leading to the fact that different segments can perceive the same brand in different ways.

One of the social media platforms that are widely used for brand positioning is TikTok media. At first, TikTok had the name Douyin. Until finally she became one of the global platforms and changed her name to be more interesting, namely TikTok. It is a music video sharing platform from China that is also the social media of today. The app started rolling out there September 2016. Since then, the application has gone global until now.

Currently, TikTok is becoming one of the very popular apps in the world. In fact, in Indonesia alone, the users are very diverse. Since its launch in September 2016. Since then, this application has started to go global until now. Currently, TikTok is becoming one of the very popular apps in the world. In fact, in Indonesia alone, the users are very diverse. Starting

from individual users to corporate or corporate. From the common people, to artists and politicians. All of them use this app.

The purpose of its use is manifold. Some want to share personal things, some want to market products using back sound music that is ready to use. Until now, this is one of the applications that is quite widely used in Indonesia. Through this application, all users can become content creators and share their interesting content ideas with other customers around the world.

One of the industries that sees the opportunity of TikTok media as a means of introducing its trademark is the instant baso aci culinary industry which has begun to enliven the culinary world in the last three years. Food Blogger Dodon Jeri in an article featured by MyBest (a site that introduces product recommendations in a selection of dry processed food categories) gives 10 best instant baso aci recommendations including baso aci 69, baso aci bapper, baso acikylafood, baso aci warung cyomi, baso aci snacks mak igun, baso aci seuhah cetot, baso aci cirambay food, baso aci bensu meatballs, baso aci dapur mamake, baso aci ashiaap. (Juli 2022 access).

**Table 1.1**  
**UNIQUE SELLING POINT FOR EACH BRAND**

<b>BRAND NAME</b>	<b>UNIQUE SELLING POINT</b>
@Nyaimercon	-Brand Name -different menu variants with competitors
@Basoaciakang	-Typical local food -has various product variants <sup>2</sup>
@Sajodosnack	-Product differentiation

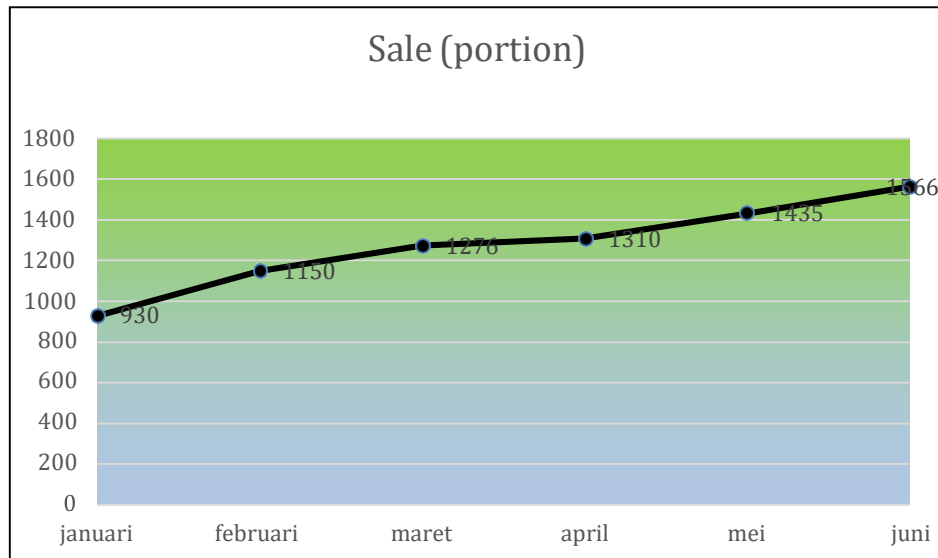
Source: Author process, 2022

Until now, @nyaimercon products have not been widely known by consumers. As previously explained, baso aci products in @nyaimercon are not included in the 10 best instant baso recommendations, thus it is necessary to carry out a good marketing strategy so that baso aci and dumpling products produced by nyai mercon can be known by the foodie community especially baso aci lovers.

In his previous research, it was found that the benefits of Unique Selling Points from The Digital Marketing of Re-branding Bandung become a Smart City conducted by Itca Istia Wahyuni, Dini Salmiyah Fithrah Ali (2018) note that Unique Selling Points are the specialty of the brand compared with competitor. Bandung's Unique Selling determined by the target market. The Bandung's target markets are Smart People that embracing digital life and digital civilization. This Unique Selling points create the differentiation with the other city. This Unique Selling point describes Bandung's positioning as smart city that used digitalized marketing. Than the positioning describe with the #BandungSmartCity tagline. Advances in Economics, Business and Management Research, volume 65 494 Based on Bandung City Positioning, the brandtouchpoints selected by Bandung city are create application and facilitated that support digitalized marketing. The several brand touchpoints are SOCA Application, SweatGeneration Application, 5000 Wi-Fi hotspots available around the town, Command center, Bandung 1.0 by digitizing public data and sharing with the citizen of Bandung. Those brandtouchpoints successes to create the equal perception to Bandung.

Seeing market conditions and the rise of marketing through social media, this opportunity was used by nyai mercon by starting to carry out its marketing strategy through tiktok online media. This media is more focused because when viewed from salesdata, it increases compared to sales in other e-commerce such as shopee, tokped & website. This is because on tiktokshop there is a discount of up to 50% for users who areordering for the first time on tiktokshop, there is free shipping with a minimum purchaseof 30k (java) and 60k (outside java), and there is also a COD feature that makesit easier

for customers off the island for orders. The increase in sales in @nyaimercon over the past6 months through tik tok media is shown in the following chart:



**Figure 1.2 Sales Data @nyaimercon**

(Sources: Sales Data @nyaimercon January-June 2022)

From the chart, it can be seen that after using the tiktok application as a medium to inform and sell their products, sales in @nyaimercon have increased significantly every month, if you look at the month of January sales as many as 930 servings (average 30 servings per day) compared to July can sell up to 1566 servings (average An average of 51 servings per day) increased by 44.32%.

Several journals related to the topic in this study were used as comparisons and benchmarks, related to the role of social media on the positioning of a product brand. One of them is a study conducted by Theresia (2022) which examines the influence of social media in shaping brand image with the OT Fuji film research object. In its research, it is known that in increasing brand awareness of the Fujifilm brand among young people, Fujifilm intensively carries out a series of promotional activities to introduce technology owned by Fujifilm in addition to talking about sales figures. In utilizing Instagram as one of the company's communication media with consumers, PT. Fujifilm Indonesia uses KOL (Key Opinion Leader) as a substitute for Brand Ambassador. Because the use of KOL is considered more flexible when compared to Brand Ambassadors, then evocating the results into the account instagram so that it becomes the image of the newly formed FujiFilm Indonesia brand.



Another research related to the effectiveness of tiktok social media was conducted by Novalia, annisa syifa, anisa balqis, alifa ramadhana which was presented in a journal in 2021 recognizing the Tik Tok application and account that represents Indonesian Iced Tea products. The results of his research show that Es Teh Indonesia optimizes the use of the Tik Tok @estehindonesia application and account where in communicating its products, the *Brand awareness* obtained by Es Teh Indonesia occurs through the stages that stem from the existence of *brand recall*, where at this stage or process, potential consumers can remember or associate brands and products when viewing or hearing about categories products that are indented with Indonesian Iced Tea. The stage after *brand recall*, the *brand* or product of Es Teh Indonesia is or becomes Top of Mind in its consumers. Top of mind in this case can be seen from how consumers can immediately put the name Es Teh Indonesia in their minds or minds specifically when seeing and hearing identical product categories.

From several research references, researchers will focus on conducting research related to the use of tiktok social media to form positioning. Based on this background, the author is interested in analyzing whether tiktok social media has a role in shaping positioning as a marketing strategy for a brand, it is necessary to conduct a study on **"THE USE OF TIKTOK SOCIAL MEDIA ON THE @nyaimercon BRAND TO FORM POSITIONING"** as the title final project to meet a Bachelor's degree in Communication Science

## **1.2 Research Focus**

In this study researchers will use descriptive qualitative writing by providing an overview of the use of tiktok social media on brand @nyaimercon to form positioning.

## **1.3 Problem Identification**

Based on the research focus above, the research problem was formulated as follows "How to use tiktok social media on @nyaimercon brand to form positioning.

## **1.4 Research Objectives**

In research, a goal is needed, in order to be able to know the direction and what is to be obtained and known from the research, so that it can have a clear

scope. The purpose of this study is to find out the use of tiktok social media on the @nyaimercon brand to form positioning.

### 1.5 Research Uses

This research is expected to provide usefulness in terms of analysis and theory, then the results of this research can be used for various purposes as follows:

#### 1.5.1 Theoretical Uses

This research is expected to help and add insight to the study of communication science, especially those related to marketing strategies.

#### 1.5.2 Practical Uses

This research is expected to provide benefits and input for new business people who want to try to promote their products using tiktok social media as a marketing strategy

### 1.6 Research Time and Period

This research will be carried out from March 2022 to August 2022 as will bedescribed in the following table:

**Table 1.2**

#### **RESEARCH SCHEDULE**

No	Stages of activity	Research Time					
		August	September	October	November	December	January
1	Submission of Topics and Titles						
	Preparation of proposals for chapters I, II and chapter III						
3	Pre-Research						

4	Desk Evaluation Colleciton						
5	Desk Evaluation Revision						
6	Research						
7	Work on chapter IV and chapter V						
8	Thesis Defence						

Source: Author process, 2022