

## MARKETING COMMUNICATION STRATEGY USING CREATIVE CONTENT OPINION LEADER TIKTOK @ABELSOE (A CASE STUDY OF BRAND N'PURE)

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### ABSTRACT

*Accessibility in internet access and social media is used by entrepreneurs as a tool to assist in executing marketing communication strategies with the help of using opinion leaders especially in the current digital era. This research aims to study the utilization of creative content by opinion leaders in social app TikTok as a strategy of marketing and communication used by PT. PENTA NATURAL KOSMETINDO to market skin care products from the N'PURE brand. The theories used in this research are the following: advertising, marketing communication and its strategy, and two-step communication theory. The methods used are observation along with a qualitative approach, interview and documentation. The method used in this research is qualitative with interview validation techniques of observers and social media experts. The data obtained using the methods of observation, interviews and documentation are the strengths and weaknesses of the content created by content creators, besides that it is also known that the targets aimed at by brands and content creators are aligned. There are also statements from customers that creative content can influence customers to find out information about products that can help to make strategies in marketing a product. This research has shown that the creative content generated by TikTok's opinion leaders does not use the five strategy of marketing communication despite assisting the N'PURE brand to promote the product so that customers may slowly recognize its products. It can be concluded that the utilization of creative content by opinion leaders as a strategy of marketing communication can greatly assist brands in promoting their products.*

**Keyword:** *Advertising, creative content, opinion leader, tiktok, two-step flow of communication strategy*

### 1. PREFACE

Government regulations require all communities to carry out office activities, worship, schools, and businesses from home to break the chain of the spread of the Covid-19 virus. Fortunately, along with the ongoing pandemic, the development of technology and media can help all aspects to interact with the outside world through social media. Many marketing activities are finally done only by relying on social media such as example in PT. Penta Natural Kosmetindo with brand N'PURE.

PT. Penta Natural Kosmetindo uses marketing communication strategies by using creative content produced by opinion leaders to market its products. Opinion leader is defined as someone who can direct some influence over a decision to be taken by others according to Betrandias and Goldsmith in [1]. Simply opinion leader can be interpreted as someone who has a great influence among people from various backgrounds such as public figures, athletes, doctors, beauty specialists, formulators, chefs and so on both domestically and internationally.

Opinion leaders are growing in the digital era like this which makes many entrepreneurs or brands start utilizing creative content created by opinion leaders as a marketing communication strategy In the TikTok application was named as an application in the play store owned by

Google. Not only that, but TikTok is also the most entertaining application according to Imron in [2].

TikTok is a social media that is based on video and provides interesting features with special effects, unique, and interesting. TikTok users can easily create an interesting short video and have an interesting algorithm so that it can attract the attention of other users. Along with the development of TikTok social media, many opinion leaders have also sprung up in creating review content, cooking, and entertainment. The opinion leader's creative content is used by the N'PURE brand to promote Tiktok social media.

Utilization of marketing strategies using opinion leaders can undoubtedly help in increasing public knowledge about brand products from PT. Penta Natural Kosmetindo is N'PURE. The use of creative content opinion leaders in marketing itself makes many people from various circles slowly begin to get to know about the local skincare brand N'PURE.

Based on the background above, the writing of this scientific work aims to find out how the marketing strategy of the digital era is used by PT. PENTA NATURAL KOSMETINDO to promote products from the N'PURE brand through TikTok social media using the creative content of opinion leaders. Researchers use marketing communication theory. Marketing communication is a container used by entrepreneurs in an effort to inform, invite, and improve customers directly or indirectly about the products and brands sold [3].

According to Kotler in [4], a marketing strategy is a marketing logic applied by the company in the hope that the business run can achieve the goals determined by the company. There are five concepts of marketing strategies according to Radiosunu in [5], namely: (a) Market segmentation, a company is unlikely to be able to meet an individual buyer's needs; (b) Marketing Positioning, is a specific pattern of target market concentration that will be aimed to get a strong position in the market. Targeting, a strategy that is determined when a company determines the market segmentation that is used as a target in sales; (c) Targeting, a strategy that is determined when an enterprise enters a market segment that made as a targeting sales; (d) Marketing Mix Strategy, is a collection of variables used by companies when influencing consumer responses (product, place, promotion, and price); (e) Timing Strategy, is the selection of when the right time when marketing a product.

### **Related work**

According to Schiffman & Kanuk in [6] *opinion leader* is a process when one can influence actions or attitudes towards others informally. The model used by opinion leaders is a two-stage or two-step flow of communication model. The first stage is initiated by the communicator as a presenter or distributor of a message to the opinion leader. The second stage is the process of communication between personas in which the opinion leader is originally a communicant who then becomes a communicator by giving message responses to people who interact with him [7].

In the two-stage communication used by the N'PURE brand, there are several opinion leaders who often promote N'PURE products, namely Abel Soe with @abelsoe account. Identifying the problem in this study is how to use the creative content of opinion leaders on TikTok social media as the main marketing communication strategy in PT. Penta Natural Kosmetindo with skincare product brand N'PURE. In addition, this research discusses the creative content produced by opinion leader Abel Soe (@Abelsoe) whether to run the five concepts in marketing communication strategies. Based on the problems that have been formulated, it can be set the goals to be achieved through this research to find out whether marketing communication

strategies that use creative content can help in marketing N'PURE products and knowing the creative content of the opinion leader whether it has carried out the entire marketing communication strategy.

### **Our contribution**

The benefits of research are two, namely the benefits of academic and practitioner research. Academic benefits especially in the field of advertising concentration, this research is expected to provide input in advertising studies, especially about marketing strategies that use opinion leaders. This research is expected to provide insight into the world of marketing communication, especially by utilizing opinion leaders as marketing strategies in the digital era.

Communication is the process of conveying an idea from someone to others according to [8] Communication is a process of mediatizing a message by someone to others to inform or change the attitude and behavior of either verbally, or indirectly through a medium [9].

### **Marketing communication**

Marketing communication is a means used by entrepreneurs in an effort to inform, invite, and increase consumers directly or indirectly about the products and brands sold [10]. Marketing communication expresses the "voice" of the company or brand and is a means for companies to communicate and be able to build a good relationship with consumers and a wide audience.

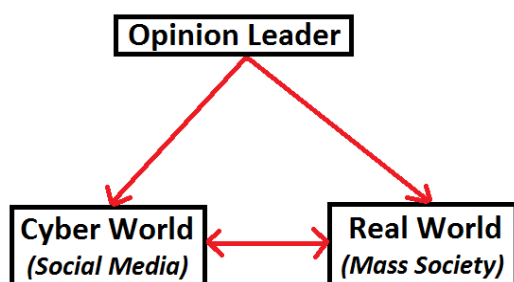
### **Marketing communication strategy**

According to Kotler in [11] marketing strategy is a marketing logic used by companies with the aim for business units to achieve the specified goals. According to Basu Swastha [12] marketing communication can be broadly interpreted as an activity that helps when making a decision in the field of marketing, and directs exchanges to satisfy by resuscitating all parties to do better. There are five concepts of marketing strategy according to Radiosunu in [4] is: (a) Marketing segmentation, a company is unlikely to be able to meet an individual buyer's needs; (b) Marketing Positioning, which is choosing a specific model of target market concentration that will provide maximum opportunity; (c) Targeting, determined when a company enters the market segmentation that is used as a target in sales; (d) Marketing mix strategy, variables that are known to affect buyers are a series of variables related to product, place, promotion, and price (4P); (e) Timing strategy is the determination of when the right time to market a product.

### **Two-step flow of communication theory**

According to Lazarfield in [13] a person does not immediately accept and believe what is conveyed by the mass media, but they believe the information from someone they believe, the people who came to be known as opinion leaders. According to Schiffman & Kanuk in [14] opinion leader is a process when a person can influence actions or attitudes towards others informally. The creative content of the opinion leader acts as a reference source from the mass audience to be able to ask and ask for instructions about the product or service, therefore the opinion leader can be the presenter of a message or opinion as well as an answer to a question from the masses.

**Figure 1**  
*Communication Pattern of Opinion Leader*



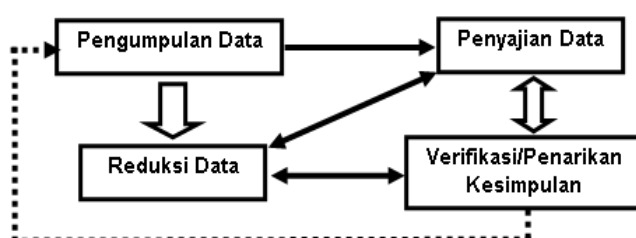
**Source:** Pattern of Communication opinion leader

## 2. RESEARCH METHODS

This research uses qualitative research approach methods with case study methods to be able to learn more about the process of marketing communication strategies that use creative content opinion leader Abel Soe (@Abelsoe) at TikTok in marketing N'PURE skincare products. The data collection techniques used in this study are interviews, documentation, and observations. The in-depth interview was conducted by researchers with N'PURE Co-Founder and Chief Marketing Officer (CMO), opinion leader Abel Soe (@Abelsoe), and N'PURE customer Shafina Putri. The subject in this study is PT. Penta Natural Kosmetindo with beauty care brand N'PURE. While the object of this research is creative content produced by Abel Soe (@Abelsoe) on TikTok social media.

This study uses data reduction, data presentation, and conclusion withdrawal for data management and analysis. The data validity technique that researchers use is coding by categorizing Abel Soe's creative content (@Abelsoe) on TikTok and analyzing the content of the data that refers to five concepts of marketing communication strategies.

**Figure 2**  
*Research Process*



**Source:** Research Observation

## 3. RESULT AND DISCUSSION

According to Kotler in [15] marketing strategy is a marketing logic used by companies in the hope that businesses and businesses can achieve the goals set by the company. According to Basu Swastha [16] marketing communication can be broadly interpreted as activities that help in making a decision in the field of marketing, and can direct exchanges to satisfy by resuscitating all parties to do better. In carrying out its marketing communication strategy, N'PURE implements various ways such as conducting internal content, video campaigns, installing

billboards and videotrons, placing products in stores and one of which promotes using creative content opinion leaders so that marketing communication strategies can run effectively.

**Creative content opinion leader Abel Soe (@Abelsoe) from May 2021 to September 2021**

Abel Soe (@Abelsoe) is an *opinion leader* who focuses on the field of creative skincare content on TikTok since 2020 has gained 505.2 thousand followers and his creative content liked by 15.5 million as of November 20, 2021. The three creative contents created by *opinion leader* Abel Soe from May 2021 to September 2021 include a review of N'PURE products, namely Cica Clear Pad which is an exfoliating cotton, sunscreen Beat The Sun Spf 50 PA++++, sunscreen Beat The Sun Powder Spf 30 UVA / UVB. The creative content discusses briefly and clearly the advantages of N'PURE products.

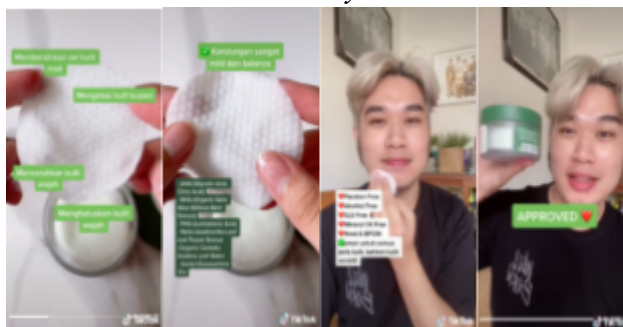
Based on the content analysis that researchers did, in creative content uploaded by opinion leader Abel Soe has not run the five concepts of marketing communication strategies. Like the five marketing communication strategy concepts mentioned earlier, the market segmentation aimed at Abel Soe is among teenagers to adults who have specific skin problems and needs such as dull, dry and sensitive described through N'PURE product recommendations through creative content on *TikTok* opinion leader Abel Soe. *Marketing positioning* intended opinion leader Abel Soe is a local skincare user who uses natural ingredients in its content that has been *nontoxic-ingredient*. While *targeting* creative content opinion leader Abel Soe is male and female, because it is known Abel Soe is a man who does have an interest in the world of beauty and aims to explain a *campaign* #SkincareHasNoGender through hashtags written on the profile of Abel Soe's *TikTok* account.

Marketing mix strategy (Product, Place, Promotion, & Price) contained in all three creative content Abel Soe only includes products and promotions contained in Abel Soe's creative content on TikTok social media. Timing strategy conducted by opinion leader Abel Soe is included in the series in the launch and promotion of products carried out by N'PURE for its latest products using the creative content of opinion leader Abel Soe.

Communication conducted by Abel Soe through his creative content acts as a presenter or distributor of messages from the brand to the wider community that makes its audience know skincare products and allows to make the buying interest of its audience increase. According to Schiffman & Kanuk [17] opinion leader is a process when a person can influence actions or attitudes towards others informally.

**Figure 3**

*Communication Conduct by Abel Soe*



**Source:** Creative Content opinion leader @Abelsoe

**Opinion leader's efforts in creating content so that messages can be received properly**

When creating a creative content, of course, you need to pay attention to several aspects that can support the creative content of an opinion leader in order to attract attention and the message is well received by the community. According to key informants I, II and III these aspects include; opinion leader knowledge of product information; interesting content concepts; supporting equipment such as camera, light, shooting, clear sound; video duration is not too long; can use popular hashtags and songs; and have active interaction with the audience. In addition to these aspects, brands must also support creative content created by opinion leaders by creating content internally about product education so that people are more confident in the products promoted by opinion leaders.

### **Opinion leaders try first before creating creative content**

According to Lazarfield in [18] a person does not immediately accept and believe what is conveyed by the mass media, but they believe the information from someone they believe, the people who came to be known as opinion leaders.

Before creating a creative content, as an opinion leader, of course, you have to prove for yourself how the product affects him before recommending the product to the public to give honest reviews. In contrast to endorsers who only promote products without trying first and can make it clear that an opinion leader is not the same as an endorser. Endorser according to Shimp in [19] endorser is a supporter in advertising or also who can be known as an advertising star to support the advertised product. Endorser is a supporter in advertising or also known as a star advertisement to support the product that will be advertised. However, endorsers and opinion leaders alike have the power to lead the opinions and decisions of their followers.

### **Opinion leader review content influential in marketing N'PURE products**

In addition to reaching a wider audience, getting traffic and exposure from content uploaded by opinion leaders, and the utilization of marketing communication strategies is also done because of the effectiveness in carrying it out. According to key informants I, II, and III carry out marketing communication strategies by using opinion leaders are very influential to market products, especially N'PURE products. The ease of accessing and understanding the content of opinion leaders on TikTok makes many people who prefer TikTok social media to find information and entertainment.

### **Opinion leader creative content is expected to help establish effective communication between N'PURE brand, opinion leader, and society**

Between Brand N'PURE, Opinion Leader, and The Public Is Known to establish communication between N'PURE brand, opinion leader and community that is expected to establish effective communication also between N'PURE brand and community based on data that researchers can from interviews with key informants I, II and III. Key informant I also argues that the content of kreatiopinion leader can make it easier for the public to receive information about product excellence along with benefits, promotions, and other.

### **Challenges for N'PURE brand or opinion leader**

When inviting opinion leaders to work together, it is necessary to consider several aspects in determining criteria that match N'PURE. According to the CMO and Co-Founder of N'PURE, it must consider the match of the opinion leader with the product, engagement rate, and the target market of the opinion leader must be the same as N'PURE. As an opinion leader also certainly has its own challenges when receiving cooperation from various brands, opinion leaders will choose brands that are trusted and certainly have good value and branding. Even when

cooperation has been established, opinion leaders will think carefully about the concept of creative content uploaded in order to get a good response from the community. In addition, TikTok's unpredictable algorithm makes creative content created by opinion leaders sometimes not for Your Page (FYP).

#### 4. CONCLUSIONS AND RECOMMENDATIONS

The conclusions taken by researchers from this research topic regarding marketing communication strategies that utilize creative content opinion leader Abel Soe (@abelsoe) on TikTok social media that TikTok's creative content produced by Abel Soe has not covered the overall five marketing communication strategies, but by using creative content produced by Abel Soe, can help the N'PURE brand in marketing its products until finally the community slowly. Get to know and know about the local skincare brand, N'PURE.

The five marketing communication strategies include market segmentation, marketing positioning, targeting, marketing mix strategy, and timing strategy. The market segmentation aimed at by creative content Abel Soe is among teenagers to adults who have specific skin problems and needs such as dull, dry and sensitive described through N'PURE product recommendations through creative content on TikTok opinion leader Abel Soe. Marketing positioning that is intended opinion leader Abel Soe is a local skincare user who uses natural ingredients in its content that has been nontoxic-ingredient. While targeting creative content opinion leader Abel Soe is male and female, because it is known Abel Soe is a man who does have an interest in the world of beauty and aims to explain a campaign #SkincareHasNoGender through hashtags written on the profile of Abel Soe's TikTok account. Marketing mix strategy (Product, Place, Promotion, & Price) contained in all three creative content Abel Soe only includes products and promotions contained in Abel Soe's creative content on TikTok social media. Timing strategy conducted by opinion leader Abel Soe is included in the series in the launch and promotion of products carried out by N'PURE for its latest products using the creative content of opinion leader Abel Soe.

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