

CREATIVE PROCESS ANALYSIS IN KLEI & CLAY'S DIGITAL BRANDING ON TIKTOK SOCIAL MEDIA

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ABSTRACT

TikTok is a music video-based social media that facilitates their own creative short music videos. For You Page, or FYP, is one of TikTok's superior features on its homepage. Various kinds of creative content displayed through this feature will attract the audience's attention to allow users to become popular and have many followers or followers. The popularity of TikTok continues to increase, making TikTok have 3 billion downloads in 2021 through the iOS and Android platforms. Through the attractive features and popularity of TikTok, this social media is used as a place to carry out digital branding activities by product and service brands, especially the facial care category, namely Klei & Clay. The purpose of this research is to find out the creative process that Klei & Clay went through in shaping their digital branding on TikTok. This research was conducted because there has never been a discussion about the creative process in shaping Klei & Clay's digital branding on TikTok. New media theory, digital branding theory, and creativity theory are the theories used and become the reference in this research. This research is descriptive qualitative research where the author uses a case study as a research method. In-depth interviews with 2 sources carried out the data collection technique, documentation and literature study. The study results explain what creative processes are passed on TikTok social media and the critical role of the creative process in the formation of Klei & Clay's digital branding. There are four stages of the creative process in building digital branding on TikTok, these stages consisted of the preparation, incubation, illumination and verification stages.

Keywords: New media, tiktok, digital branding

1. PREFACE

Analog media such as magazines, newspapers, and analog television are turning to new media, namely the internet, resulting from the rapid development of technology. According to Flew in James R. Situmorang, the internet is not a limitation in the development of new media. However, the internet is a media or tool that dominates the new media era [1]. In Indonesia, internet users as of January 2021 access up to 202.6 million people, based on a survey by an institution from London, 'We Are Social', this figure has increased by 16% from the previous year.

Internet users use social media to obtain Information and socialize without the need to meet face-to-face practically and quickly [2]. In 2020, one of the most popular social media platforms is TikTok. TikTok is a music video-based application that allows users to create their own creative short music videos. First released in China in September 2016 by Zhang Yi Ming, TikTok is called Douyin.

In Indonesia, TikTok has experienced bans and blocks within a week, even though TikTok is still the most downloaded application by users around the world, including in Indonesia itself along with the implementation of social distancing due to the Covid-19 pandemic. In the TikTok application, users can lip sync according to the selected song. In addition, TikTok also provides special effects, filters, hashtags and other unique and interesting features. FYP (For You Page) is also one of the hallmarks of the TikTok algorithm on its main page.

Through the popularity and various features provided by TikTok, making this application a place to carry out digital branding activities. Dodwani & Agarwal in Lyra V. Febrita, Yanti Setianti, and Sussane Dida argue that the main goal of digital branding is to build public awareness about brands and services while building a better reputation and of course, encouraging marketers to think innovatively in creating content and representing ideas [3].

In addition, when content has succeeded in attracting people's attention and even inviting people to get involved in it, the content already has the power to carry out the purpose of digital branding itself. Creative content will get more attention and response from the public. Therefore, creativity is the main key in content creation.

Creativity will provide solutions and opportunities for individuals for various alternative problem-solving. According to Hurlock in Titis Indah Muharwati, the concept of creativity is the process of something new, whether it's an idea or object in the form or series that has just been produced [4]. Creativity itself is the ability to create new things or a new idea obtained by connecting several existing things and making them something new. Derived from creativity, creating creative content is one way for marketers to carry out their digital branding activities.

Klei & Clay, which is one of Indonesia's local skincare brands, has been established since 2017. Currently, they are trying to strengthen digital branding to strengthen brand image and encourage millennials and the public to be interested in natural skincare through creative content on TikTok social media. Through this background, the author wants to know the creative process in Klei & Clay's digital branding on TikTok social media.

Related work

Implementing digital branding on TikTok social media requires proper content management. Therefore a brand will go through creative processes in creating content for its audience. Therefore, TikTok that have the characteristics of new media include digitization, convergence, interactivity, and network development to create and deliver a message based on Tery Flew in Shani Dwi Putri needs digital branding to build a good content [5].

According to Utama in Grace Honey D. Sianturi with digital branding activities, a relationship can be established between the brand and the community, making the brand easy to remember, building networks and expanding reach [6]. Digital branding is about creating and building the story behind the brand and brand presence in the digital realm [7].

Graham Wallas through his book "The Art of Thought," there are 4 creative process to make TikTok content. Preparation, incubation, Illumination, and verification are the creative process that a series of activities turn the idea into a real form.

Our contributions

Academic benefits: (a) the results of this study are expected to be used to develop knowledge, especially in the field of communication science and can broaden the horizons of digital branding and new media, especially TikTok; (b) the results of this study are expected to develop communication science in the field of advertising, especially the creative process in social media. Practical benefits: (a) it is hoped that the results of this study can give the public an idea of the importance of the creative process in social media accounts to form digital branding; (b) it is

hoped that the results of this research can be useful for providing input to advertising practitioners, especially in structuring the creative process on social media.

New media

New media is a term that has been used in the late 20th century to cover a growing set of digital communication technologies. Of course, new media is not understood as a mere technical or technological form. According to Mondry in Fitri Norhabiba, Sukma Ari, and Ragil Putri, new media are media that use the internet, technology-based online media, are flexible, have the potential to be interactive and can function both privately and publicly [8]. Alexandra Georgakopoulou and Tereza Spilioti in Shani Dwi Putri conclude that the current development of new media technology includes social media (Twitter, Facebook, Instagram, Pinterest, etc.), smartphones with internet access capabilities, online games, DVDs, and online streaming for videos and music [5].

Media social

According to Van Dijk in Ahmad Setiadi, social media is a media platform that provides facilities for the existence of users in activities and collaborations [2]. Therefore, social media can be seen as an online facilitator that strengthens the relationship between users as well as a social relationship.

Social media that is growing rapidly is part of the sophistication and increasing capabilities of new media-based applications. The use of social media certainly makes it easier for the wider community to interact, discuss and form communities based on shared interests even without meeting face to face.

Characteristics of social media

Social media has unique characteristics that other types of media do not have. The following are some special characteristics that only exist on social media according to Nasrullah in Ahmad Setiadi [2], namely: (a) a network that connects computers/smartphones with other devices between virtual world users; (b) information users use to represent their identities produces content and engages in interactions; (c) archives stored on social media can be accessed at any time via any device; (d) interaction in the form of giving "likes" or comments builds relationships and interactions between users; (e) social simulation is a new reality formed due to the diminishing awareness of reality in society and is replaced by a pseudo reality that is not found in a real society; (f) user-generated content is a symbiotic relationship in the new media culture where all social media content can be produced and consumed by all users; (g) dissemination which is another character of social media that not only produces and consumes content, but also actively disseminates and develops the content of its users.

TikTok

The Tiktok app is a merger of the acquisitions of start-ups Musica.ly and Douyin developed by ByteDance, an internet technology company based in Beijing, China. TikTok is a music video creation platform that is 15 seconds to 3 minutes long. TikTok has shown a significant and phenomenal growth in application users as an alternative entertainment during social distancing. According to Katadata, Indonesia is in second place after the United States as TikTok's largest market worldwide in 2020. Then, in July 2021, TikTok became an application that surpassed 3 billion downloads on the iOS and Android platforms. This achievement beats the number of downloads for applications such as Whatsapp, Instagram, Facebook, etc. for the first 5 years (<https://www.liputan6.com> accessed on November 3, 2021 at 00:30 WIB).

TikTok features

TikTok is growing and improving its app features to increase user satisfaction and creativity. The following are some of the features provided by TikTok (<https://trikinet.com> accessed on November 4, 2021 at 23:45 WIB), they are like, comment, follow and resharing, add music, beautify and tone filters, video and sticker effects, auto captions and live.

Digital branding

Digital branding according to Daniel Rowles is the personality of an organization, service or product created by all the experiences that individuals have with the brand [9]. It is like a visual identity or logo, but as the internet and media evolve, digital branding includes much more important and influential touchpoints such as social media interactions and online reviews.

Characteristics of digital branding

Digital branding is about creating and building a story behind a brand and a brand presence in the digital realm [7]. Digital branding is a way to convey value as well as build a connection with the audience. Based on Daniel Rowles regarding digital branding, it consists of 3 main characteristics [9], namely: focus on value, considering the user journey, objectivity and authenticity

Creativity

Creativity according to Utami Munandar in Masnona is the ability to provide new ideas that are applied in problem solving, or as the ability to see new relationships between pre-existing elements [10]. The assumption that creativity is a skill based on natural talent is not entirely true. Joseph A. Devito revealed that creativity is an ability possessed by everyone with different levels [11]. Everyone is born with creative potential that can be developed.

James J. Gallagher in Sri Hartini argues that creativity is a mental process carried out by individuals in the form of new ideas or products, or a combination of the two until it will eventually stick to him [12]. Creativity allows individuals to solve problems by looking for alternative solutions, negotiating with others, and seeing the world from multiple perspectives.

Creative process

If creativity is a process to generate ideas, then the creative process is a series of activities to turn these ideas into real form. According to Graham Wallas through his book "The Art of Thought" in Eugene Sadler Smith explains that there are 4 stages in the creative process, namely: preparation, incubation, Illumination, verification [13]. (a) Preparation. This stage can be interpreted as preparing oneself and making an initial effort to solve problems by collecting data/information, studying other people's thinking patterns, or asking other people; (b) Incubation. A period in which no direct effort is made to solve the problem. At this stage the collection of Information is stopped, the individual disengages for a while and attention is diverted for a moment to something else; (c) Illumination. At this stage a new inspiration or idea begins to emerge—gained insight (deep understanding) of the problem; (d) Verification. This stage is the idea testing stage. Test the understanding that has been obtained and create a solution.

2. RESEARCH METHODS

The author uses a qualitative approach because to find out the creative process on social media that cannot be explained through numbers, using text in the form of explanations and analysis

based on Klei & Clay's digital branding on TikTok social media, so as to understand the right creative process for digital branding in the field of study.

Robert K. Yin in Farida Nugrahani explains that in conducting case study research, researchers can interact continuously with the theoretical issues studied and with the data collected [14]. Through the use of this method, the author can obtain a credible data source so that the author can analyze more deeply about the creative process in Klei & Clay's digital branding on TikTok social media.

The subject of this research is the founder and content creator of the skincare brand TikTok, Klei & Clay, whose full address is at The CEO Building Lt. 13, Jl. TB Simatupang No. 18C, Cilandak, South Jakarta. The object of this research is the creative process in Klei & Clay's digital branding on TikTok social media. The data collection technique used by the author in this study is based on the case study method, namely interviews, observations, documentation documents, and literature studies. The author uses method triangulation and source triangulation as data validity techniques.

3. RESULT AND DISCUSSION

Klei & Clay's creative process on social media tiktok

Creativity is a form of creative personality that involves oneself in the creative process with support or encouragement (press) and the environment so as to produce creative products. Therefore, the creative process is a series of activities to realize creative ideas and produce creative products. The creative process carried out by Klei & Clay on TikTok social media is part of designing creative content.

The creative process starts with each topic or theme that will be developed monthly and also looks at the things that are trending at that time. Then, there are two types of content, namely thematic content and trending content which are developed and discussed for content design.

The creative process started with content creator Klei & Clay looking for content ideas based on thematic content and daily content with the latest trends. Then continued with a discussion or meeting between content creators and CEOs in selecting content and setting content schedules to be uploaded by each Klei & Clay content creator.

The creativity in Klei & Clay content is created by the content creator TikTok who is responsible for producing creative content. Content creators are involved in the creative process which consists of 4 stages, namely:

(a) Preparation. This stage starts from collecting data or Information. This preparatory stage can be seen in the way content creators collect Information on products or things that are trending. Based on the results of the interview with Shafa, he processed Information about products from the Klei & Clay official website, product reviews and also detailed Information on the ingredients contained in the product. In addition, the things that are trending on TikTok can be in the form of songs, filters, hashtags and even special topics;

(b) Incubation. At this stage the collection of Information is stopped, the individual disengages for a while and attention is diverted for a moment to something else. Processing information into new ideas is a process that takes a long time. Based on the results of the author's interview with Shafa, the incubation process is needed when the results from the preparation stage or the

Information collected already have a similar creative product. Content creators take a break and divert their minds from things that are not related to the creative process;

(c) Illumination. Through this stage a new inspiration or idea begins to emerge. When the previous stages have sorted out which Information is valuable. Based on the results of interviews, content creators produce an illumination stage when the Information collected is associated with real skin problems. This idea will then be processed in the next stage;

(d) Verification. The verification stage is the idea testing stage. Based on the results of the author's interview with Shafa, this stage is realized through discussions with the CEO and other colleagues. At this stage, content ideas will be seen from various perspectives and provide input in processing ideas, so that ideas will be executed and realized [13].

Figure 1

TikTok @kleiandclay



The role of the creative process in building Klei & Clay's digital branding

The creative process started with content creator Klei & Clay looking for content ideas based on thematic content and daily content with the latest trends. Then it was followed by a discussion or meeting between the content creators and the CEO in selecting content and setting the schedule for content to be uploaded by each Klei & Clay content creator.

Digital branding is maximized by consistently uploading creative content almost every day. Through the creative process, the scheduling of creative content becomes more organized and effective. Without a creative process, creative content cannot be distributed to the audience and can hinder Klei & Clay's digital branding activities.

The relationship between theory and the results of interviews conducted by the author is the creative process that Klei & Clay needs on TikTok social media to build their digital branding.

The author summarizes that the creative process is important in realizing and producing creative products in the form of creative content on TikTok social media.

New media, tiktok features, digital branding of Klei & Clay

According to an interview with Diva, Klei & Clay has had a TikTok account since January and became active in April. Klei & Clay was previously active on Instagram and Facebook with a similar username, namely @kleiandclay. The reason Klei & Clay uses TikTok social media is because brands are required to follow trends and TikTok is a new social media that is popular and is getting a lot of attention from Indonesian people today.

Social media is used as a medium for interaction between brands and their audience as well as a medium for delivering messages through content uploaded by Klei & Clay. The author summarizes that the research subject, namely Klei & Clay uses TikTok as a source of Information.

According to the author's interview with Diva, Klei & Clay used various TikTok content creation features including those that were trending at the time such as filters, songs, hashtags, etc. Then, TikTok content that is included in the FYP (For You Page) is relatable daily content. Due to the personalized nature of TikTok's content, it allows each content to have the same opportunity to be seen by others in the FYP (For You Page).

Digital branding is a way to convey value as well as build a connection with the audience. Based on Daniel Rowles about digital branding, it consists of 3 main characteristics, namely, focusing on value, considering the user journey, objectivity and authenticity [9].

(a) Focus on Value. Digital branding must be able to bridge the gap by looking at value or value when digital branding goals and audience goals overlap. Value-focused digital branding is demonstrated by Klei & Clay in the type of content that educates the audience about skin problems by linking the functions of Klei & Clay products. According to the results of an interview with Shafa, Klei & Clay's content sees the use of products that can be developed and become solutions to skin problems so as to increase knowledge and provide solutions to the audience;

(b) Considering the User Journey. The different journeys of each target audience from a lack of brand awareness, to having an affinity, then to a point of loyalty need to be considered. Klei & Clay offers a different type of content for each stage of the audience journey. Based on the results of the interview with Diva, Klei & Clay saw the audience's interest through trending things that connected it to the products sold by the brand, then offered the products of the audience's interest;

(c) Objectivity and Authenticity. Building digital branding must have a clear relationship with the goals of a business. The objectivity and authenticity shown by Klei & Clay is by conveying the persona of Klei & Clay to the audience. Based on the results of an interview with Diva, Klei & Clay's persona is as a safe place for women and men, Klei & Clay acts as a sister so that the audience can make Klei & Clay a free place to express without any judgment.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the author's research on the Klei & Clay brand, it can be concluded that Key informants who are the Klei & Clay team use TikTok as a digital branding medium in the

form of creating creative content. Previously, Klei & Clay had used Instagram and Facebook for digital branding, then seeing the popularity of TikTok as a new social media, Klei & Clay used TikTok to reach a wider audience.

Klei & Clay team went through 4 stages of the creative process in building digital branding on TikTok, these stages consisted of the preparation, incubation, illumination and verification stages. The creative process plays an important role in realizing and producing creative products in the form of creative content on TikTok social media.

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