

## STRATEGY PUBLIC RELATIONS BUILDING BRAND IMAGE (CASE STUDY OF TIKTOK VENDETTA)

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### ABSTRACT

*Rapid technological advances, especially in communication media, have provided many benefits in the progress of communication to be more effective, practical and fast. Online media has become part of social media. Social media is the development of new media technology that is run with the help of the internet and can make it easier for people to communicate, share information and form an online network. TikTok is a new social media that can also be used with smartphones. This study aims to determine the strategy of Public Relations Vendetta in building Brand Image Vendetta through TikTok can also be used to brand and promote a company. As done by PT. Aneka Bintang Gading, also known as Vendetta Indonesia, also has a account Tik Tok @Vendettagroup brand through TikTok. This research method uses a qualitative descriptive approach with a case study method. This study seeks to reveal Vendetta's strategies in building a brand on TikTok. The study's results found that in building a positive brand through TikTok, the creative and public relations team used several strategies such as Fact Finding, Planning, Communicating and Evaluation.*

**Keywords:** Brand Image, Public Relations Strategy, Tiktok, Vendetta

### 1. PREFACE

Technological advances, especially in communication media, have provided many benefits in advancing communication to become more effective, practical, and fast [1]. The word communication itself comes from The Latin word communis or community means to make or build togetherness between two or more individuals. Communication has functions for individual and group activities regarding the exchange of data, facts, and ideas, among others, information, socialization, motivation, discussion material, promoting culture, entertainment, and integration. In communication, there are also five main elements according to Lasswell's paradigm, which include communicator (communicant, source, recipient), message (message), media (channel, media), communicant (communicant, communicate, receiver, recipient), and effects (effect, impact, influence). In the application of communication, it can be divided into three groups such as mass communication, online media, and framing [2].

Brand image (brand image) is a memory that can be attached to consumers' minds when they see or want to buy a product and a certain brand, according to Kotler & Keller [3]. Brand image is perceptions and beliefs held by consumers, as reflected or embedded in the memory of consumers who are remembered for the first time when they hear the slogan embedded in their minds of consumers. Brand image is one of the elements that very important in building and shaping a brand because of memory. There are three essential factors in building a brand image that affect but related to one another, namely brand strength, brand favorability, brand uniqueness, and in its development if the image built is successful. To build the right brand

image and according to their expectations, the brand from the company will significantly increase customer satisfaction. In building a brand image, every product or brand owner is advised to implement it by building a positive image to the public and can into all generations of both young and adult groups so that easier to be accepted in the wider community. When they see, hear, and pay attention to the brand or the product, consumers and potential consumers can be more consideration when deciding to purchase products [3].

Tik Tok is a new social media that can also be used with smartphones. The Tik Tok application has been downloaded more than 500 million with daily video views reaching 10 billion. Tik Tok provides a place for its users to show their talents through video content with special effects, shaking effects, music, stickers, and many other features [4]. This is as done by PT. Aneka Bintang Gading or known as Vendetta Indonesia also has a Tik Tok @Vendetta account that displays various types of content, such as promoting promo programs and booster vaccines at one of the Vendetta outlets.

## Literature Review

### New media theory

The emergence of new media or new media cannot be separated from the invention of the internet. New media is a word that can be interpreted to include the emergence of the digital era, communication, or technology and computer networks that were born in the 20th century. Most of the technologies that were born in the digital era have several characteristics including being able to manipulate, network, dense, solid, interactive, and engaging. The presence of new media is understood because of communication technology, which blurs the boundaries of unlimited information flow and existing media platforms [5]. The rapid social and cultural development movement is now undeniable again that the media also has a fast movement. Shift from analog machines to digital is now proving that a new era of communication has evolved. New media or new media is an internet-based media with orientation to users or users of the use of computers and smartphones. Satellite communication and the use of this smartphone is the birth of new media. This new media is a form of new media communication. the process that is carried out between individuals who use the internet network is different from the interaction that is carried out between other people directly, which requires closeness between the communicators [6].

The emergence of new media makes many information delivery media also more advanced and has characteristics including:

- a. Interactive  
As a new media, of course, there are also many tools for conveying information that is increasingly developing along with the advancement of the era such as radio, TV, gadgets, and others that have more convenience and make the recipient of information more interactive.
- b. Hypertextual  
Information that already exists will be transferred to new media and updated in appearance so that today's society more easily accepts it.
- c. Networking  
The internet has become one of the most important discoveries. There are lots of information delivery platforms that have developed through the internet, one of which is the most frequently used www (world wide web).
- d. Virtual  
This characteristic becomes a characteristic. This is one of the weaknesses of new

media that makes information sometimes biased because everyone can convey any information without meeting in person.

#### Social media

Media is a digital way of communicating that can reach all circles without limits and is very practical to use. Social media is widely used to convey and exchange any information with other social media users, as well as expand and build relationships, and can even be used by some people to create groups and communities at a relatively low cost. According to Taprial Kanwar [7] social media has advantages such as:

- a. Accessibility  
Social media is easily accessible by many people because of its low cost and easy access for its users.
- b. Speed  
Information that has been uploaded to social media will reach the recipient quickly because everyone has the same access.
- c. Interactivity  
Social is not just one medium.
- d. Sustainable / Volatility  
Content uploaded to social media will become a digital footprint that is difficult to remove.
- e. Reach  
Contents can be accessed unlimitedly.

#### TikTok

Zhang Yiming is the founder of Tiktok, he is an alumni software engineer from Nankai University and created the technology company ByteDance in March 2012. This application provides unique and interesting special effects, and users can easily it's easy to use it to make short videos. Tiktok has a lot of supporting tools such as music, so users can use to create dance content, sing, provide information and even promote a product and others. According to Oktavia [8] there are several ways to make content on Tiktok very popular society so as to increase product selling, namely:

- a. Use of the right hashtags  
There are several online business owners or brands that are known to develop a lot of marketing strategies through Tiktok. Tiktok itself is believed to be able to realize a lot of benefits and advantages. Tiktok has developed into a social network with great potential for online advertising. Use of appropriate digital marketing strategies can attract Tiktok customers, one of Tiktok's marketing strategies is the use of hashtags. A hashtag is a sign tool that is used to specific topics to make them easier to find. If you want to search for a topic, name, event, or even product using specific hashtags, you will find them easily. Using certain hashtags in the content title, of course you can help consumers find a product, service, or brand. Tiktok video content too attached to hashtags. While browsing, videos are displayed by hashtags and its popularity. When it appears, then choose a more specific hashtag.
- b. Following trends and creating interesting content  
Marketing strategy through Tiktok is based on current popular videos or trends that many people like. To meet the needs of many people for the entertaining video, we need to create unique content and design how it will appear in the videos of Tiktok or FYP (For Your Page) users. Trending on Tiktok will be change quickly. Thus, at a certain time, according to the product or service services that are trying to promote, or want to market

the concept of a business, start creating trending content. When the trend is over, it is necessary to look at the next trend that will come, so that the promotion is done right. Trends usually emerge from songs, music, certain activities and the like.

c. Collaborate with Influencers on Tiktok

Marketing strategies through Tiktok can reach a larger market and attract more customers, to reach that wider market, can also work with Tiktok influencers who have a lot of followers (followers). Next, you need to know exactly what type of influencer you want to collaborate with. To do this, first conduct an audience analysis of influencers. The audience is aligned to the target market you want to reach or not, that way then it can help. It is mandatory to use the “Duet with Me” feature if you want collaboration becomes more interactive.

### Brand image

Brand or company image now plays an essential role in developing a brand or brand. The image has already involved the reputation and credibility of a company or product, which is then used as guidelines for consumers to trust and want to use or consume a product or service that has been offered. People who become consumers of a product or service from a certain brand they already know will now be more likely to use the product or service offered because they feel more comfortable with things they already know. Kotler & Keller (2016) defines brand image as a brand image describing how the brand attempts to meet customers' psychological or social needs. This is interpreted as a Brand image describing the extrinsic nature of the product or service, including how the brand seeks to meet its customers' psychological or social needs [9]. The indicators used to measure Brand Image are indicators according to David Aaker's opinion in (which explanation these indicators are:

There are four dimensions of brand image, namely:

a. Recognition

Reflecting the recognition of a brand by consumers based on post-exposure. Recognition is defined as consumers remembering the existence of the brand. This recognition has parallels with brand awareness. Brand This awareness can be measured by the extent to which consumers can remember a brand, These levels start from brand unaware, brand recognition, brand recall, top of mind, and dominant brand.

b. Reputation

This reputation is a fairly high status for a brand because in the eyes of brand or brand, consumers must have a good track record.

c. Attraction (Affinity)

Affinity is an emotional relationship that arises between a brand and consumers. Affinity aligns with positive associations that make a consumer like a product or service, usually, a positive brand association becomes a reference for consumers in making purchasing decisions and loyalty to the brand.

d. Authority (Domain)

Domain concerns how big the reach (scope) of a product that wants to because the relevant mark. This domain has a close relationship with a scale of scope.

## 2. RESEARCH METHOD

Researchers in this study used a qualitative descriptive method because researchers wanted to describe the implementation of Public Relations Vendetta's brand image in the community through Tiktok because there was not a little negative news about Vendetta. Therefore, the

strategies owned by *Public Relations Vendetta* in building a *brand image* can be known by asking questions to informants, then collecting the data obtained and analyzing the data.

#### Research

**Paradigm** The post-positivism paradigm was chosen by the researchers because they wanted to know more about the Public Relations strategy used by Vendetta in building a brand image in the eyes of the public. Post-positivism paradigm is a paradigm that understands that humans are not absolute and are not always right in looking at a problem or reality. Therefore, the researcher used the triangulation method to collect various sources of data and information. In this paradigm, the relationship between the observer and the object cannot be one-way or only behind the layer but must be interactive. (Sugiarto, 2017).

#### Informants / units of analysis

Key informants or often also referred to as key informants, are someone who knows best in the field to be studied in contrast to informants who are people who can support the statements issued by Key Informants and are most relevant in the same field, The search for key informants and informants must be comprehensive and selective through several stages so that data deepening efforts can be carried out optimally [10]. The researcher will interview with Ervin Julio as the Director of the Creative Vendetta Department who compiles social media planning to determine content with qualifications suitable for the audience. As for the informants, the researchers chose Nikko Junius as the Creative who was involved in creating content ideas through TikTok. Furthermore, Mary Tatuil as the Head of Public Relations of Vendetta Informant from the audience who uses social media, the researchers chose Amelia, who is one of the followers TikTok Vendetta Indonesia. Researchers will also conduct interviews with consumers who like to visit Vendetta as much as one person.

#### Data collection methods

Qualitative research often chooses to collect data from many sources, such as observations, interviews/interviews, documentation, and information. Then the researcher reviews the data that has been collected, redefines the meaning, and processes it into chapters and subchapters that will describe the research is broader [11].

#### Data validity the data

Validity technique used in this research is the triangulation data validity technique. This technique is a method that researchers often use to improve the accuracy and validity of a study and the relationship of research conducted using all data sources that have been collected.

### 3. RESULTS AND DISCUSSION

#### Brand image and TikTok

In the concept of brand image, image is related to the credibility and reputation of a company or product, which is then used as a benchmark for consumers to trust and want to use or consume a product or service. With the concept of brand image, which explains that people who become consumers of goods or services from brands/brands they already know will now use the products or services offered more often because they feel more comfortable with things they already know. Several online-based companies are currently developing marketing strategies through Tiktok social media. Tiktok is believed to be able to provide many advantages and benefits for companies, including Vendetta.

#### Fact finding

**a. Research**

The Creative Vendetta team conducts research by the Vendetta internal team. Division Creative usually researches what content is trending at that time so that the Creative Vendetta Team can understand what types of content are possible and easy for followers.

**b. Focus Group Discussion (FGD)**

FGD is a process of discussion and exchange of ideas aimed at gathering information and discussing some problems that occur within the company and looking for new ideas that they want. The FGD process is carried out by the company internally, involving people who are responsible for creating content in this case the Creative division, this aims to find solutions to problems that occur and decide on the concept of building an image that is suitable for the company and easily accepted by the community.

### Planning

From fact-finding that was found, in this case, the company carried out planning and planned what they would do to deal with the various aspirations of the community towards Vendetta. After finding the fact-finding Creative Vendetta division carried out Planning that they wanted to do to fulfill the Followers' wishes. Division Creative must have new ideas so that the public is also interested in what the company has to offer. Researchers observed in determining the company's strategy through planning through several stages:

**a. Managing corporate social media**

Head of creative Vendetta division. To build a good image through social media, a place or forum is needed to build social media accounts, and there are responsible for managing these social media accounts. An easy but very important step to broaden consumers on social media is to create an official company social media account.

**b. Counter negative news**

Division Creative, which is currently being discussed by the public, especially regarding negative news that appears in the community. Vendetta about the best steps to turn the negative news into positive news.

### Communicating

In determining the company's communication strategy through several stages including:

**a. Vendetta Tiktok**

Convey information, and spread Vendetta's activities and news through TikTok because it is efficient, effective, and interactive; therefore, Vendetta uses Tiktok to convey all things related to the company to the public.

**b. Holy team**

Division Creative made a Public Relations strategy on social media by forming a team called Holy team, which was directed directly by Ervin as creative Vendetta Holy team itself is a collection of influencers who are usually tasked with creating content related to Vendetta.

**c. One day one post**

Division Creative makes a policy to make post plans or uploads using one day one post, the company will post content and any activity regarding Vendetta at least one post per day on the Vendetta Tiktok account.

### Evaluation

Evaluating an activity whether what the company wants to achieve has reached the target and is following the company's wishes or not, this evaluation is carried out continuously and

continuously after every strategy, The results of this evaluation will be the basis and consideration for what Public Relations activities will be done next. Head Creative, who is also in charge, will evaluate the performance of the creative division related to Tiktok Vendetta. As the person in charge, the Creative continues to monitor and evaluate the activities completed by the Creative while working[12].

Strategy is essentially planning and management (management) to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows direction but rather must be able to show how the operational tactics. Public Relations aims to build and develop a positive image for a company or organization to the internal public and external public. So Public Relations strategy is part of a Public Relations plan that is directed towards forming favorable perceptions so as to produce a positive image

According to Ahmad S. Adnanputra [13] said that the meaning of strategy Public Relations is the optimal alternative chosen to be taken in order to achieve Public Relations objectives in the framework or plan of Public Relations (Public Relations plans).

Public Relations strategy is directed to efforts to work on the perceptions of the parties external and internal to achieve the goals set by the organization or company. Consequently, if the Public Relations strategy is successful then favorable attitudes, actions and perceptions will be obtained from external parties as well as internally as the target audience and in the end will create a favorable opinion or image for the organization or company.

A well-crafted plan as a result of careful thought based on facts or data, which are then communicated. Vendetta Public Relations Division is trying communicate future plans with an introduction to the public through Tiktok, In this study, researchers observed from the results of interviews conducted by researchers that companies in determining the strategy through communicating through several stages, namely:

a. Tiktok

Tiktok social media is an alternative for companies in campaigning programs, publish news and company activities through social media because it is efficient, effective and interactive in publication, the company utilizes Tiktok social media as a tool a means of communicating matters related to the company to the public.

b. Vendetta Team

The company, in this case the creative division head of Vendetta, did a plan the concept of Public Relations strategy in social media by forming a team called Vendetta team which Ervin commands as the head creative of Vendetta. own Vendetta team is a collection of several influencers who are usually tasked with making Vendetta-related content. Vendetta TikTok content is also mostly filled by the Vendetta team because they really are formed to provide information and create information-related content outlets, food menus, events and many other things about Vendetta.

#### **4. CONCLUSIONS AND RECOMMENDATIONS**

In building a brand image, Vendetta relies heavily on its content on Tiktok, with features and several strategies that can be used on Tiktok. The strategy used by Vendetta in running Tiktok to build a brand through several stages, the first is Fact Finding. The process carried out is Research and FGD (Focus Group Discussion). By implementing this process, the creative can decide what

Tiktok content their followers are interested in. After finding fact-finding, the Creative Vendetta division can make plans to fulfill the followers' wishes, after that the Creative Vendetta division will carry out the plans that have been made to fulfill the followers. There are several stages in this

planning process, namely managing social media accounts and countering negative news. Vendetta Public Relations Division tries to convey what will be done in the future by introducing it to the public through Tiktok while Vendetta goes through stages such as Managing Tiktok, forming a Holy team, one day one post which leads to increasing the number of followers. After carrying out all these processes, Vendetta evaluates every activity submitted to the head of each team, both creative and public relations.

Based on the author's research, there are two suggestions that the writer has succeeded in compiling. The author's suggestion to the creative Vendetta is that it is better for the Creative to create original content ideas and templates and can be used as their own characteristics from Tiktok Vendetta without following the contents trending on Tiktok. The author suggested to the Vendetta Public Relations team that it would be better if any negative issues that attacked Vendetta were still discussed with the management so that it was not only creative and public relations that discussed. As well as maximizing every social media that Vendetta has, it is not focused on just one social media and should have its own team.

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