

ANALYSIS OF MARKETING SOCIAL MEDIA STRATEGIES ON THE TIKTOK CELANA PLATFROM @JINISO.ID

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Introduction

In the era of globalization, social media such as Instagram, Facebook, YouTube, and especially TikTok have changed the way individuals communicate and interact, opening up huge opportunities in the field of digital marketing. A successful example of utilizing these platforms is Jiniso, a local clothing brand from North Jakarta founded in 2018 by Dian Fiona. Since 2019, Jiniso has been actively using TikTok's interactive features such as live streaming, online store, feeds, stories, and discount strategies to increase consumer engagement, brand awareness, and sales of their products, especially jeans which are the main focus.



*Sumber: Aplikasi Tik Tok
pada akun @Jiniso.id.*

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However, not all companies achieve the expected results through social media marketing. Common challenges include poor content creation, ineffective use of platform features, and lack of understanding of target consumers. In addition, intense competition on platforms such as TikTok and Instagram makes it difficult for new or small brands to stand out. From an academic perspective, research examining the effectiveness of social media marketing strategies, particularly those that utilize TikTok in an integrated manner, is limited.

Formulation of the problem

1. How is the Social Media Marketing Strategy on @Jiniso.id pants on TikTok and Instagram accounts?

Theory

Social media marketing has several characteristics First is Transparent is open to all information. Social media aims to disseminate information to be known to the public either by individuals or social groups. Second, it builds interactive relationships with followers on social media. So that celebrities, business brands, or individuals are actively engaged in dialog with their followers, they create opportunities to establish closer and more personal relationships. Quick responses to comments or questions from followers show that they care and pay attention to the audience. Third, social networking is social media that has a relationship between users, like a spider web that is connected to each other and they can communicate with each other and make friends. A community on a social network has a very strong role in influencing its consumers. The fourth characteristic, Multiopinion, is that everyone can express their opinions and argue with other users interactively. Fifth, Mutiform is a form of social media that is very diverse and consists of many channels or channels, such as videos, web portals, social media press releases, and so on. Finally, having advantages as an online promotional media is that social media has tools or features that can create opportunities in realizing the vision and mission of a group or organization. (Yoyo Sudaryo et al., 2020).

PURPOSE AND BENEFITS

PURPOSE

to find out the social media marketing strategy used on @jiniso.id pants. through the TikTok platform.

BENEFITS

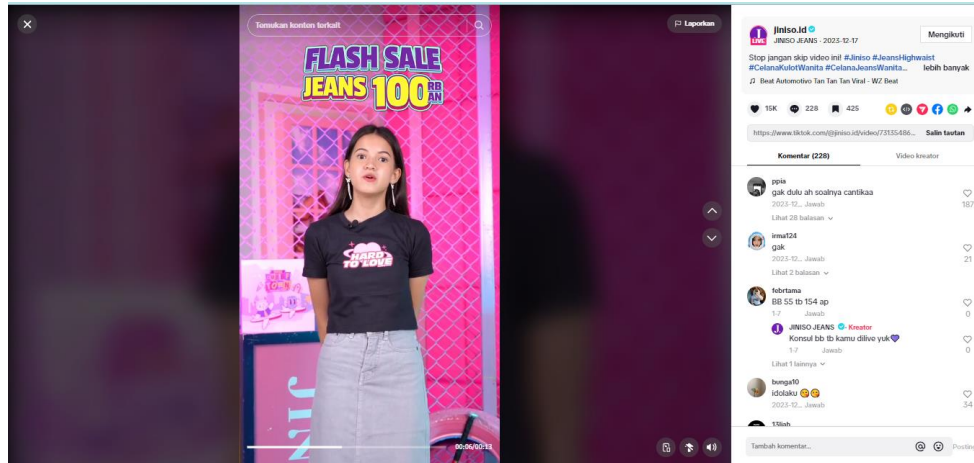
provides insights into effective social media marketing strategies, especially in terms of transparency, use of influencers, interactive content, and giveaways to build relationships with consumers, increase brand awareness, and boost sales.

Research Methods

This research uses qualitative research methods. According to Jane Richine in (Moleong, 2017) Qualitative includes efforts to present the social world and its perspectives through ideas, behaviors, attitudes, and problems related to the investigated humans. Meanwhile, this research uses a qualitative approach with the content analysis method. According to Barelson (Zuchdi, 1993: 3) content analysis is a research technique to produce an objective and systematic description of the content contained in communication media. The data used was obtained from December 1, 2023 to March 30, 2024, which consisted of 758 uploaded videos. The author curates 8 contents on the @Jiniso.id account that have been watched more than 1 million times up to 2 million times and the number of likes.

Results and Discussion

1. Transparent



Source : “Tik Tok account @jiniso about ‘Stop don't skip this video’ Source from TikTok account Jiniso. (17/12/2023).”

In @Jiniso.id's December 17, 2023 content upload on TikTok, Jiniso invited viewers to join a live stream with influencer Cantika, who offered a flash sale of jeans for Rp 100,000 and a live size consultation. This content attracted 1.5 million views, 288 comments, and 15 thousand likes. The transparency of product information was well maintained, including detailed product specifications such as 100% jeans material and high waist model, as well as the price which was claimed to be the “cheapest”. This social media marketing strategy emphasizes the importance of transparency and two-way interaction, with a combination of verbal explanation and nonverbal visualization, thus creating a more personalized and satisfying shopping experience for consumers.

2. Social Networking



Sumber : Content of “Play price guessing with Rebecca”

Source: TikTok account @jiniso.id

@Jiniso.id's social media marketing strategy features a spider web-like social network, where users communicate with each other and make friends. The main focus of this strategy was on TikTok, involving famous influencers such as Rebecca, Fuji, and Ikke to introduce Jiniso products to a wider audience. On March 5, 2023, Jiniso uploaded the challenge content “Play guess the price with Rebecca,” which attracted 1.5 million views, 116 comments, and 233.6 thousand likes. This collaboration not only served as entertainment, but also as an effective marketing tool, where Rebecca was asked to guess the price of Jiniso products such as Oversize Jeans Jackets and Highwaist pants. If the answer was correct, she could take home the product.

This challenge content utilizes the “curiosity gap” technique by providing incomplete information to encourage viewers to watch the video until the end. Positive comments from viewers, such as praise for the quality of Jiniso products and the comfort for big size users, showed that this content was successful in building engagement and reinforcing a positive brand image among the audience. These positive reactions indicate that strategies involving influencers and interactive challenges are effective in increasing brand awareness and consumer satisfaction.

Results and Discussion

3. Building Relationships and Interactive Dialogue with Followers



Source Content “so you guys are a team or not” Source: TikTok account @jiniso.id.

@Jiniso.id's social media marketing strategy demonstrates a deep understanding of TikTok by leveraging celebrities and influencers to enhance brand and consumer trust. Through collaborations with widely followed personalities, Jiniso managed to expand reach, increase engagement, and drive user conversions. One example of content that drove engagement is an October 14, 2022 post in which Jiniso clarified the tape label on pants, inviting viewers to participate in a discussion of “so do you team remove it or not,” which attracted 1 million views, 203 comments, and 3,788 likes.

This clarification content demonstrates Jiniso's commitment to openly addressing customer complaints. By responding directly to user comments, Jiniso shows concern for customer satisfaction and builds a closer relationship with its audience. The use of informal and relaxed language makes their message more accessible to young audiences. The mixed response from the audience shows that this approach is effective in building engagement and strengthening relationships with consumers.

Results and Discussion

- Multiopini

Consumer responses to the @Jiniso.id account, uploaded on December 10, 2023 and researched on April 4, 2024, showed three positive reviews. The first comment from @pratista_kusuma mentioned that the pants look luxurious, contemporary, and stylish, providing positive feedback that is important for Jiniso.id to understand customer needs. The Jiniso admin's enthusiastic and encouraging response, “Cusss immediately checkout ya min!!!” shows an effort to build relationships with customers. The second comment from @pratista_kusuma who expressed her gratitude because the product is suitable for a certain height, was responded kindly by the admin: “Syapp beb, don't forget to checkout during the launch!” This shows the importance of reminding customers about new product launches. The third comment from @pratista_kusuma who called the pants suitable for all activities, comfortable, and elegant, was also responded to enthusiastically by the admin: “Don't forget to buy at the launch!” These three examples of comments illustrate that customers really appreciate @Jiniso.id pants for their luxurious, contemporary, and comfortable feel. The admin's enthusiastic and supportive response shows the importance of a positive relationship between brand and customer, strengthening Jiniso.id's positive image and keeping customers engaged with their products.

*Source: Providing reviews
and testimonials of
@Jiniso.id pants products
on TikTok*



CONCLUSION

Based on the results of the research and analysis of the social media marketing strategy of @Jiniso.id pants, it can be concluded that Jiniso has used various strategies that build relationships with audiences through the @Jiniso.id TikTok account. These strategies include information transparency, collaboration with influencers, and direct interaction with customers, which help create a positive brand image and build a loyal community. However, the analysis also shows some inconsistencies in the execution of marketing strategies. Therefore, it is important for Jiniso to maintain consistency in implementing marketing strategies and increase authenticity in interacting with customers to strengthen customer trust and achieve long-term business goals. Thus, Jiniso can strengthen customer engagement and increase sales sustainably through a holistic and customer-centric marketing strategy.

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