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Enhancing Brand Awareness in TikTok: The Impact of Marketing Communication on Social Media Platforms

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Abstract

Market orientation is crucial for companies in the face of global competition and evolving customer demands, as companies realize the need for continuous adaptation. This research delves into the influence of "Bittersweet by Najla's" marketing communication on the TikTok social media platform on brand awareness. Using a quantitative approach, data was collected through surveys from a sample of 327 individuals among the 4.2 million followers of "Bittersweet by Najla" on TikTok, specifically in the city of Bandung. The results validate four hypotheses, affirming that Product, Price, Place, and Promotion significantly affect Brand Awareness. Promotion is found to exert the most substantial influence on brand awareness, highlighting its pivotal role in enhancing brand recognition. These findings underscore the importance of effective marketing communication on social media platforms and carry implications for businesses seeking to elevate their brand awareness in a competitive digital landscape.

Keywords

Market orientation, global competition, customer demands, marketing communication, brand awareness

1. Introduction

Communication is the process of conveying messages or information from a communicator to a recipient, resulting in feedback (Ningsih & Adani, 2022). Communication can be divided into two categories: verbal and nonverbal, both of which are commonly encountered in everyday life (Rahmah & Kholiq, 2018). Fundamentally, humans communicate to fulfill each other's needs (Darling et al., 2020). Market orientation is crucial for companies in the face of global competition and evolving customer demands, as companies realize the need for continuous adaptation (Jamaludin et al., 2022). Business communication is defined as communication that occurs in the business world with the aim of achieving business objectives (Jamaludin, 2021).

Message delivery can take place through media or in person (Priyowidodo et al., 2021). Meanwhile, marketing communication is the process by which a company or brand directly or indirectly informs, persuades, and reminds the audience or consumers about the products or services being offered (Todorova, 2015). With advancing technology, communication continues to evolve, adapting to the current landscape. Technological progress has created various conveniences that assist people, including in the field of communication (Hannawa, 2013).

This has led to the emergence of various social media platforms as virtual interaction spaces for users. The presence of social media has become a means to facilitate communication and interaction in a virtual environment. The diverse features of these platforms have enhanced the quality of communication among users, eliminating concerns about distance and time, as communication can occur anytime and anywhere (Arpaci, 2020). As a result, people have become increasingly accustomed to communicating through social media (Khanom, 2023). Social media consists of various types, with each platform having its unique characteristics (Wolf et al., 2018). One such platform is TikTok, which refers to short video content, and it serves as a Chinese social network and music video platform (Deng, 2023).

One entity utilizing TikTok for this purpose is "Bittersweet by Najla," which creates diverse content to market its products. Bittersweet by Najla primarily produces and sells food items, with a focus on dessert boxes. Dessert boxes are sweet dishes that have become more popular relatively recently. Before the rise of the middle class in the 19th century and the use of machinery in the confectionery industry, candies were considered a luxury item, typically enjoyed during holidays and rare occasions. However, as sugar became more affordable and accessible, the development and popularity of sweet dishes increased. Desserts are typically served at the end of a meal and consist of sweet foods. However, with changing times, many people now enjoy desserts at the beginning or in the middle of their meals. While some restaurants continue to serve desserts at the end, adhering to tradition, the variety of desserts has expanded significantly. This expansion is exemplified by Najla, a pioneer of dessert boxes in Indonesia, which come in the form of boxes with various flavors.

The aim of this research is to investigate the impact of Bittersweet by Najla's marketing communication on the TikTok social media platform on brand awareness. As a product becomes more well-known in society, it also faces increased competition from other brands.

2. Literature Review

Marketing is the activity of promoting a product or brand carried out by companies or businesses (Tedsungnon, 2020). Through social media, marketing can be maximized due to its broader and more effective reach (Mokhtar et al., 2017). The increasing number of social media users each year provides an ideal target for marketing efforts (Umami & Darma, 2021). Additionally, TikTok users have been increasingly utilizing the app in recent years, as evidenced by the numerous viral contents originating from TikTok.

The purpose of product marketing is not only to increase sales but also to introduce and remind the public about a brand or create brand awareness associated with a particular type of product (Islam et al., 2009). Brand awareness is the ability of consumers to immediately recognize and remember a brand by looking at various elements such as color, logo, image, and others that represent the brand's identity (Aulia & Briliana, 2017). Brand awareness is essential for businesses, products, and services (Adiwijaya et al., 2021). When a brand becomes ingrained in the public's mind, it can become top of mind in its category. Ideally, brand awareness should encompass the qualities that distinguish a product from its competitors (Nugroho & Harjanto, 2020).

Brand owners also need to study consumer behavior to increase consumer awareness of their products and services, as well as to develop strategies for promotion, sales, and overall business development (Shahid, 2017). Brand owners must create a strong and positive image that quickly registers in the public's memory and can be designed as a strategy to aid in quick identification (Islam et al., 2009). Furthermore, the products themselves should have distinctive features that set them apart from competing brands. These features should align with consumer desires and needs.

Research by Sualang (2015) testing the relationship/correlation between marketing communication, consisting of Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing, and Brand Awareness, yielded results showing that marketing communication influences Brand Awareness. Thus, the more marketing communication is carried out (Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing), the more it enhances Brand Awareness.

Research conducted by Tulasi (2012) also states that marketing communication carried out by a company can influence brand awareness among its users (Brand Awareness). This is reinforced by research conducted by Bilgin (2018), which found that marketing communication through the social media platform Instagram has a significant positive correlation with brand awareness. This means that the higher the marketing communication activities conducted by a company through social media, the higher the brand awareness of the customers who use that social media platform.

Marketing is the promotion of products and services using digital distribution channels, also known as sending marketing messages to customers through e-marketing, digital advertising, or online. Furthermore, as part of the marketing mix, according to Kotler (2017), the dimensions of digital marketing are known as the 4Ps, which consist of: 1) Product, 2) Price, 3) Place, and 4) Promotion. Factors influencing the effectiveness of digital marketing activities include 1) Target market, 2) Technology, 3) Content, 4) Budget, and 5) social media.

3. Research Method

The research conducted in this study is of a quantitative nature, employing a survey method. The chosen research method, involves the use of questionnaires to collect data from both large and small populations. However, the focus is on data derived from a sample drawn from that population. This approach allows for the exploration of relative occurrences, distributions, and relationships between variables, whether they are sociological or psychological in nature.

The study's population comprises the followers of the TikTok account "Bittersweet by Najla," totaling over 4.2 million individuals. Given the substantial size of this population, the researcher opted for a specific sampling method. The choice of the research sample depends on the population's size and characteristics. In cases where examining the entire population is impractical due to limitations such as budget, human resources, and time, researchers often resort to sampling from that population.

Considering this, the researcher decided to use the probability sampling technique, which ensures an equal likelihood for each element (or member) of the population to be included in the sample. The specific probability sampling technique employed here is Cluster Random Sampling. This method is suitable for selecting samples when the subject of study or data source is exceptionally vast, as in the case of an entire country, province, or district. For this study, the researcher focused on the followers of the TikTok account "Bittersweet by Najla" residing in the city of Bandung. To simplify the sample selection process based on their location in Bandung, the researcher collaborated with "Bittersweet by Najla" by distributing questionnaires through other social media accounts of "Bittersweet by Najla Bandung." This approach was aimed at ensuring a more precise targeting of samples based on the residency clusters of followers in the city of Bandung.

After identifying the research sample, the next step is for the researcher to establish certain criteria that must be met by the research sample. The sample must meet the following criteria:

1. Active users of the TikTok social media account who are followers of the TikTok account "Bittersweet by Najla" and reside in the city of Bandung.
2. Active users of the TikTok social media account who are followers of the TikTok account "Bittersweet by Najla" and followers of the Instagram account "Bittersweet by Najla."

Given the explanation above and considering that the research population is too large, and the research sample utilizes cluster sampling based on residency in Bandung, a technique for determining the sample size needs to be established, tailored to the number of followers of the social media account "Bittersweet by Najla Cabang Bandung," which is 59,894 individuals.

The technique for determining the research sample size, as stated by Arikunto (2010:112), suggests that if the subjects are fewer than 100, it is advisable to include all of them. However, when dealing with many subjects, more than 100, a range of 10-15% or 20-25% or more can be taken. In contrast, the determination of the sample size, according to Roscoe as cited in suggests that a suitable sample size for research falls between 30 and 500. Furthermore, Gay and Diehl (1992) state that the research sample size should be as large as possible.

The assumption is based on the idea that a larger sample represents the population's shape and characteristics more effectively and is more suitable for generalization. However, the exact sample size to be taken largely depends on the type of research being conducted. If it is a

correlational or relationship-based study, the minimum sample size should consist of at least 30 subjects. Therefore, in accordance with these opinions, the minimum sample size ranges from 50 to 500 individuals. To ensure greater representativeness, the researcher has chosen to determine the research sample size using the Taro Yamane formula, as follows:

$$n = \frac{N}{N \cdot d^2 + 1}$$

$$n = \frac{59.894}{59.894 \cdot (0,05)^2 + 1}$$

$$n = \frac{59.894}{149,735}$$

Explanation:

n = Required sample size

N = Population size

$$n = 40$$

d² = Set precision at 0.05 (5%)

The Taro Yamane formula was used to determine the sample size, resulting in a sample size of 327 individuals. This indicates that the sample size meets the criteria for a suitable research sample, as outlined by experts, which suggests that the minimum research sample should consist of between 50 and 500 individuals. In conclusion, the sample for this study comprises 327 individuals who follow the Bittersweet by Najla social media account and are in the city of Bandung.

The data collection technique used in this research is a questionnaire in the form of a Google Form, which includes a list of questions to be answered under the researcher's supervision. The questionnaire is designed to collect data from the sample and is intended for social media users, focusing on the discussion of marketing communication and brand awareness on social media. The research was conducted at Pasundan University's Faculty of Social and Political Sciences, specifically in the Communication Science Program. In this study, the variables are divided into two categories: independent and dependent variables. The independent variable (X) is marketing, while the dependent variable (Y) is brand awareness. Data analysis for this research is carried out through path analysis. Path analysis, as described by Somantri and Muhidin (2006:259), is used when, theoretically, we believe we are dealing with issues related to cause and effect. Its purpose is to explain the direct and indirect effects of a set of variables, as causal variables, on other variables that are the outcome variables.

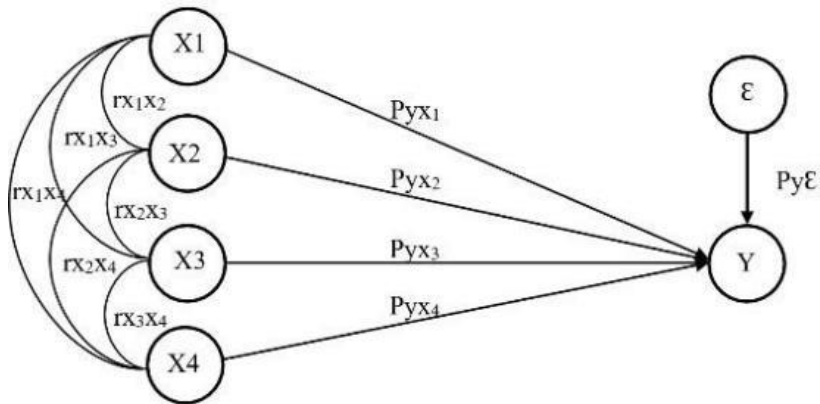


Figure 1. Research Framework

Explanation:

X1 = Product

X2 = Price

X3 = Place

X4 = Promotion

Y = Brand Awareness

H1. Product has a significant influence on brand awareness.

H2. Price has a significant influence on brand awareness.

H3. Place has a significant influence on brand awareness.

H4. Promotion has a significant influence on brand awareness.

4. Results and Discussion

The data characteristics of the respondents, totaling 327 individuals, reveal that 81.75% are female, while 18.25% are male. These individuals are followers of the social media account "Bittersweet by Najla" on TikTok and reside in the city of Bandung.

The validity test conducted in this research utilizes the Pearson Product Moment validity for the research instrument, which comprises Marketing Communication (X) and Brand Awareness variables. This test is conducted using the SPSS program. The prerequisite for validity is that a statement item is considered valid if the correlation coefficient obtained from each statement item in the questionnaire is greater than 0.6. There are 16 statement items in the questionnaire for the Interpersonal Communication (X) variable. The results of the Pearson Product Moment validity test using the SPSS program for the Marketing Communication (X) variable in this research are presented in Table 1.

Table 1. Validity Test Results

Item	Corrected Total	Item	Cut Off	Confirmation
X1.1	0.989		0.6	Valid
X1.2	0.716		0.6	Valid
X1.3	0.652		0.6	Valid
X1.4	0.672		0.6	Valid
X2.1	0.744		0.6	Valid
X2.2	0.665		0.6	Valid
X2.3	0.967		0.6	Valid
X2.4	0.670		0.6	Valid
X3.1	0.637		0.6	Valid
X3.2	0.652		0.6	Valid
X3.3	0.618		0.6	Valid
X3.4	0.718		0.6	Valid
X4.1	0.629		0.6	Valid
X4.2	0.669		0.6	Valid
X4.3	0.708		0.6	Valid
X4.4	0.738		0.6	Valid
Y1	0.738		0.6	Valid
Y2	0.765		0.6	Valid
Y3	0.865		0.6	Valid
Y4	0.891		0.6	Valid

Table 1 provides the results of a validity test for items related to Product (X1), Price (X2), Place (X3), Promotion (X4), and Brand Awareness (Y). The validity test assesses each item's suitability for research, comparing their Corrected Item Total values to a 0.6 threshold. The results indicate that all items for Product, Price, Place, Promotion, and Brand Awareness surpass the 0.6 threshold, signifying their validity. This suggests that the questionnaire items pertaining to these variables are reliable and can be confidently employed for further analysis in the research, providing a strong foundation for the study's findings and conclusions.

The next step involves conducting a reliability test to assess the trustworthiness of the measurement tool used. Reliability indicates the accuracy and consistency of the questionnaire used as a research instrument. This reliability test employs the Cronbach's Alpha Reliability Test through the SPSS program. Here is a summary of the reliability test results conducted on the statement items within the research instrument for the independent variables (X) and dependent variable (Y). All these items have values exceeding the Cronbach's Alpha coefficient of 0.70, and they also exhibit an average value of > 0.90 , indicating an exceptionally high level of reliability. Therefore, the conclusion is that all the statement items used in this research instrument are reliable, demonstrating precision and homogeneity.

Table 2. Reliability Test Results

VARIABLE	RELIABILITY STATISTIC		
	Cronbach's Alpha	Item	Confirmati on
	0.921	20	
PRODUCT (X₁)	0.926	4	Reliable
PRICE (X₂)	0.918	4	Reliable
PLACE (X₃)	0.910	4	Reliable
PROMOTION (X₄)	0.966	4	Reliable
BUSINESS PERFORMANCE (Y)	0.971	4	Reliable

The reliability test results, as shown in Table 1, indicate that all variables in the study exhibit high levels of internal consistency. The Cronbach's Alpha values for each variable, including Product (X₁), Price (X₂), Place (X₃), Promotion (X₄), and Business Performance (Y), exceed the recommended threshold of 0.7, with values ranging from 0.910 to 0.971. This suggests that the survey items related to these variables are reliable and internally consistent, demonstrating their ability to measure the intended constructs effectively. Consequently, the research instrument is deemed reliable for assessing the relationships between these variables in the study.

Table 3. Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig. ^a
		B	Std. Error	Beta		
1	(Constant)	2.279	1.522		1.793	0.074
	Product	.959	.055	.329	17.577	.000
	Price	.785	.057	.279	13.819	.000
	Place	.850	.068	.270	12.458	.000
	Promotion	1.256	.050	.535	25.166	.000

a. Dependent Variable: Brand Awareness

According to Table 3, Hypothesis 1 (H1) posited that Product significantly influences Brand Awareness, and the findings strongly support this hypothesis. The unstandardized coefficient (B = 0.959) indicates a substantial and statistically significant positive relationship between Product and Brand Awareness, affirming H1. The standardized coefficient (Beta = 0.329) underscores the significance of this influence, and the high t-value (t = 17.577) emphasizes its strong statistical significance (p < 0.001). These results align with previous research (Maharani & Ali, 2019; Wu & Ho, 2014) highlighting the pivotal role of product attributes in shaping consumers' brand recognition.

Hypothesis 2 (H2) suggested that Price significantly affects Brand Awareness, and the partial test results provide robust support for this hypothesis. The unstandardized coefficient (B = 0.785)

indicates a substantial and statistically significant positive relationship between Price and Brand Awareness, substantiating H2. The standardized coefficient (Beta = 0.279) underscores the strength of this influence, and the high t-value (t = 13.819) demonstrates its strong statistical significance (p < 0.001). This finding corroborates previous research (Ali & Anwar, 2021) emphasizing the impact of pricing strategies on consumers' brand perceptions.

Hypothesis 3 (H3) proposed that Place has a significant effect on Brand Awareness, and the partial test results confirm H3. The unstandardized coefficient (B = 0.850) reveals a substantial and statistically significant positive relationship between Place and Brand Awareness. The standardized coefficient (Beta = 0.270) highlights the magnitude of this influence, and the high t-value (t = 12.458) underscores its strong statistical significance (p < 0.001). These findings align with prior studies (Kotler, 2017; Aaker & Keller, 1993) emphasizing the role of distribution channels in shaping brand recognition.

Hypothesis 4 (H4) suggested that Promotion significantly impacts Brand Awareness, and the partial test results in Table 3 provide compelling support for H4. The unstandardized coefficient (B = 1.256) demonstrates a considerable and statistically significant positive relationship between Promotion and Brand Awareness, validating H4. The standardized coefficient (Beta = 0.535) emphasizes the significance of this influence, and the high t-value (t = 25.166) underscores its strong statistical significance (p < 0.001). These findings are consistent with previous research (Domazet et al, 2017; Huang & Sarigöllü, 2012) highlighting the pivotal role of promotional activities in enhancing brand awareness.

Table 4. Simultaneous Test Results (ANOVA/Statistical Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4086.422	1	04086.422	2262.418	0.000 ^b
	Residual	718.875	398	1.806		
	Total	4805.297	399			
<i>a. Dependent Variable: Brand Awareness</i>						
<i>b. Predictors: (Constant), Product, Price, Place, Promotion, Brand Awareness</i>						

The results from the simultaneous test (Statistical Test F), as presented in Table 4, indicate a highly significant overall model fit for the regression analysis. This model examines the influence of the predictors, which include the (Constant), Product, Price, Place, Promotion, and Brand Awareness, on the dependent variable, Brand Awareness. The ANOVA table reveals that the regression model is statistically significant, with a remarkably high F-statistic of 2262.418. This extremely low p-value (p < 0.001) demonstrates the model's significance, indicating that it effectively explains the variance in Brand Awareness. In other words, the combined effects of Product, Price, Place, and Promotion on Brand Awareness are both substantial and statistically significant, emphasizing the model's robustness in understanding these relationships. This underscores the importance of considering these factors collectively in the context of brand awareness.

Table 5. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std Error of the estimate
1	.922 ^a	.850	.850	1.344
a. Predictors: (Constant), Independent variables				

Based on the results of the statistical tests conducted, as shown in Table 5, the coefficient of determination (R Square or R²), representing the contribution of variable X to variable Y, is determined to be 0.850 or 85%. This signifies that the Marketing Communication (X) variable contributes to Brand Awareness (Y) by 85%. Subsequently, a partial path analysis is carried out. Since the simultaneous path analysis suggests an influence of the Marketing Communication (X) variable on Brand Awareness (Y), a partial path analysis is performed to discern which variables individually have a more significant impact on brand awareness.

5. Conclusion

Marketing communication on TikTok significantly influences brand awareness, as indicated by a high coefficient of determination (R Square or R²) of 85%. This means that 85% of the variation in brand awareness can be attributed to the marketing communication variable, while the remaining 15% is influenced by unexamined variables. Furthermore, product marketing on TikTok by Bittersweet by Najla has a substantial and statistically significant impact on brand awareness. Similarly, pricing strategies on TikTok have a noteworthy effect on brand awareness. The positioning of Bittersweet by Najla's content on TikTok significantly contributes to brand awareness, and promotions carried out on this platform have a substantial influence on brand awareness. Among these variables, Promotion has the most significant impact on brand awareness, with a coefficient of influence of 0.535. In practical terms, this suggests that increasing or intensifying promotional activities on TikTok will lead to a notable improvement in brand awareness. To conclude, Bittersweet by Najla should enhance its marketing communication on TikTok to further elevate brand awareness, and other businesses and readers are encouraged to explore marketing on platforms like TikTok to boost their brand awareness among their audience or consumers.

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