Analysis of Influencer Marketing Campaigns in Digital Marketing on the TikTok Platform

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Abstract

This research aims to identify the factors influencing the success of the campaign for the brand "Kata Oma" conducted by Dina Amrianti on the TikTok platform. This research employs the TEARS model (Trustworthiness, Expertise, Attractiveness, Respect, and Similarity) proposed by Shimp in 2014, which is a framework used to understand the factors affecting the success of influencer marketing strategies. The research approach used in this study is a qualitative approach with a descriptive method. The number of informants involved in this study is thirteen, consisting of two people from the "Kata Oma" brand and eleven followers of the @lordjajanofficial account. Data collection techniques were conducted through in-depth interviews with the informants. The data analysis technique used in this study is the interactive model, which includes data collection, data reduction, data presentation, and conclusion drawing or verification. The research findings indicate that the influencer marketing campaign for the "Kata Oma" brand conducted by Dina Amrianti on the TikTok platform has been successful using the TEARS model. Interview data from the thirteen key informants show that Dina Amrianti's followers consider trust and honesty in her reviews of the "Kata Oma" spicy balado variant to be key to the effectiveness of the influencer marketing campaign. Dina successfully leveraged her knowledge and expertise with a cheerful style that attracted the audience's interest in trying the "Kata Oma" product, although there is an expectation for more in-depth details from the audience.

1. Introduction

The digital era has brought significant changes to business and marketing by introducing digital marketing, allowing entrepreneurs to leverage the internet for sales and advertising. Facing intense business competition and the 5.0 industrial revolution, marketers must be more creative and innovative. Digital marketing has become a crucial element, requiring companies to adjust their marketing strategies to current trends (Adithia & Jaya, 2021).

Among the many innovative marketing strategies and media options available for advertisers, companies are now interested in using influencers to promote their products (Athaya & Irwansyah, 2021). The popularity of influencers has been increasing every year, and many entrepreneurs see this as an opportunity to capture consumer attention (Anjani & Irwansyah, 2020).

One Indonesian brand that actively uses influencer marketing on TikTok is "Kata Oma" with the TikTok account name @kataoma.id and 3,916 followers. "Kata Oma" is a snack brand specializing in Telur Gabus from Indonesia, established in 2018. "Kata Oma" offers four flavor variants: brown sugar, cheddar cheese, salted egg, and spicy balado. The spicy balado variant is the newest addition from "Kata Oma," launched in December 2023.

"Kata Oma" has utilized various Indonesian TikTok influencers to promote their new flavor, "Kata Oma" Spicy Balado, through the campaign #5sensasiSambalBalado. In January 2024, eight influencers, including Dina Amrianti with the TikTok account @lordjajanofficial and 4.1 million followers, participated in the campaign. Dina Amrianti, known as a food vlogger, maintained her signature style by presenting the advertisement creatively.

**Table 1.1 Usage of Influencers by "Kata Oma"
During January 2024 on TikTok**

No.	Account Name	Followers	Views	Like	Comments	Negative Comments
1	@lordjajanofficial	4,2 juta	5,2 juta	379,200	883	14
2	@cucuapho	2,7 juta	568,600	22,700	303	5
3	@sherlyrosilin	1,8 juta	256,600	4,825	56	0
4	@yusifadila	787,900	8,375	144	6	0
5	@shenyliegaa	289,700	88,500	2,513	35	0
6	@akucathy	281,300	3,5 juta	277,200	622	1
7	@putunancy2	79,400	60,200	1,090	16	0
8	@janeferrinka	64,300	256,900	6,894	53	0

Source: Processed by the author (2024)

Dina received both positive and negative feedback from her followers, as seen in the comments on her posts. Positive comments praised the product as delicious and supported Dina as their favorite vlogger, while negative comments criticized the product's taste. As shown in Table 1.1, Dina Amrianti received more negative comments compared to other influencers. This highlights the complexity of marketing dynamics through influencers and the importance of understanding audience preferences.

Based on the problem description in the background above, the research question arises: What are the factors that influence the success of the "Kata Oma" brand campaign conducted by Dina Amrianti on the TikTok platform? Based on this problem, the purpose of this research is to identify the success factors of the "Kata Oma" brand campaign conducted by Dina Amrianti on the TikTok platform using the TEARS analysis, with the research title "Analysis of Influencer Marketing Campaigns in Digital Marketing on the TikTok Platform."

2. Literature Review

2.1 Digital Marketing

According to Oktaviani & Rustandi in Adhitia & Jaya (2021), digital marketing is marketing activities conducted via the internet aimed at increasing the recognition of a company's products or services and influencing potential consumers to purchase and consume them (Adithia & Jaya, 2021). According to Saveria in Fadhlurrohman & Rachmawati (2023), the goal of digital marketing is to introduce brands, generate interest, and increase sales through various digital marketing strategies. Various digital marketing techniques include social media optimization, search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, and other forms of marketing (Fadhlurrohman & Indri Rachmawati, 2023).

From these definitions, digital marketing can be summarized as an electronic promotion strategy utilizing digital media such as the internet. Its main goals are to introduce brands, generate interest, and increase sales of products or services through techniques such as SEO, SEM, and influencer marketing.

2.2 Digital Campaign

Advances in information and communication technology have diversified campaign planning. According to Masitha and Bonit (2019), campaigns can be conducted through digital media, known as digital campaigns, where the dissemination of information and messages is done through digital media, especially the internet (Shavira, 2020). According to Chakti (2019), in the evolving digital era, digital marketing campaigns have now become an essential part of many companies' marketing strategies (Fatryana, 2023).

According to Fransisca in Ramadhan et al. (2021), a digital campaign is an activity that utilizes information technology to convey messages to the broader public as a form of strategic communication (Santiyuda et al., 2023). The conclusion from the above statements is that advances in information and communication technology have expanded campaign planning through digital campaigns that utilize digital media to disseminate information. Digital marketing campaigns have now become an essential part of company marketing strategies and represent an effective communication strategy.

2.3 Influencer Marketing

According to Giles & Edwards in Athaya & Irwansyah (2021), influencer marketing involves using influencers with many followers to positively influence attitudes and behaviors toward a brand through social media, as well as shaping the brand image with their followers (Athaya & Irwansyah, 2021). A crucial decision in an influencer marketing campaign is finding the right influencer who can create content that aligns with the brand's objectives (Haenlein et al., 2020). An influencer marketing campaign will be successful if the influencer matches the target audience and brand goals, and effectively engages the social media platform (Huynh et al., 2021).

Campbell & Farrell (2020) classify influencers based on their number of followers into four categories: mega influencers, macro influencers, micro influencers, and nano influencers (Athaya & Irwansyah, 2021).

a. Mega influencers are individuals with more than one million followers on their social media platforms.

b. Macro influencers are individuals with between one hundred thousand and one million followers.

c. Micro influencers are individuals with between ten thousand and one hundred thousand followers.

d.   Nano influencers are individuals with less than ten thousand followers.

According to Shimp (2014), the TEARS Model (Trustworthiness, Expertise, Attractiveness, Respect, and Similarity) is a framework used to understand the factors influencing the success of an influencer marketing strategy. This model identifies five main aspects that affect an influencer's effectiveness in influencing consumer behavior and attitudes (Lie & Sitinjak, 2024).

a.   Trustworthiness

Trustworthiness refers to the honesty, integrity, and reliability of the influencer, where the audience believes in what their idol says and does.

b.   Expertise

Expertise refers to the knowledge, experience, or skills possessed by an influencer related to the brand they promote. An influencer must be able to persuade the audience to buy and use the promoted product.

c.   Attractiveness

Attractiveness refers to the self-image perceived as appealing in relation to certain physical attractiveness concepts. Physical attractiveness includes several characteristics perceived by consumers in an influencer, such as intellectual skills, personality traits, lifestyle characteristics, and so on.

d.   Respect

Respect refers to the personal qualities of the influencer. The influencer's abilities make them respected by the audience in terms of talent and personal achievements. When a beloved influencer collaborates with various brands, their likability can extend to the associated brands.

e.   Similarity

Similarity refers to the likeness between the message source and the audience in terms of age, gender, ethnicity, social status, and so on. The similarity between the influencer and the audience is particularly important when there are various products or services offered and the audience is heterogeneous.

2.4 Social Media

With the growth of the digital world, TikTok has become increasingly popular as a social media platform that allows users to upload 15-60 second videos with added music or simple text (Yupi & Putri, 2023). According to Klimkiewicz et al. (2021), TikTok is now used by many people and can be an effective marketing platform to reach a young audience, strengthen brands, build brand awareness, and increase customer engagement (Aji et al., 2022). The app has also become a popular platform for influencer marketing, enabling advertisers to leverage the popularity of TikTok influencers to promote their products or services (Nadhiro et al., 2023).

In conclusion, TikTok has become a highly popular social media platform for short video uploads and is effective for marketing, especially in reaching young audiences, strengthening brands, and increasing customer engagement. The app is also popular for influencer marketing, utilizing the popularity of influencers to promote products or services.

3. Material and Method

This study uses a qualitative approach with a descriptive method, aimed at describing and interpreting the research object as it is. Qualitative research is a research method based on the philosophy of post-positivism, used for conducting research within a scientific framework where the researcher becomes the primary instrument (Sugiyono, 2022). In this study, the data collection techniques used are interviews, observation, and documentation.

Interviews are used as a data collection method when the researcher wants to conduct a preliminary study to identify the problems that need to be investigated (Sugiyono, 2022).

Interviews were conducted with two parties from the "Kata Oma" brand and eleven followers of the TikTok account @lordjajanofficial to obtain information about the success of the influencer marketing campaign conducted by the "Kata Oma" brand through Dina Amrinati on TikTok. The researcher prepared a list of questions related to the TEARS model, and the interview results will be developed into an easily understandable discussion.

The data analysis technique used in this study is the interactive model. The interactive model technique is a qualitative data analysis process that is conducted interactively and continuously until the data has been thoroughly investigated. This process involves data reduction, data display, and conclusion drawing/verification (Sugiyono, 2022).

4. Result and Discussion

The criteria for selecting informants in this study include parties from the "Kata Oma" brand and Dina Amrianti's TikTok followers who have seen Dina Amrianti's posts promoting the "Kata Oma" product through her TikTok account and are followers of the TikTok account @lordjajanofficial. The following is the data presentation that can describe the informants' responses regarding the success of the influencer marketing campaign conducted by Dina Amrianti for the "Kata Oma" brand on the TikTok platform based on the TEARS model.

4.1 Trustworthiness

The trustworthiness stage is where the audience believes in what an influencer says and does. The "Kata Oma" brand utilized Dina Amrianti to promote the "Kata Oma" sambal balado variant. This made the audience more interested in the promotion because they trusted the recommendations of an influencer they liked.

From the information obtained from several sources, it is known that the audience trusted Dina Amrianti's reviews, making them interested in trying the "Kata Oma" product; some even tried it immediately after seeing her review. This trust is based on Dina's honest and convincing reviews, as well as her experience with the recommended product. Her honesty and openness are key factors in gaining the audience's trust. Additionally, it was found that the "Kata Oma" team provided guidance before the video creation, but the reviews were still conducted honestly based on Dina's experience with the product. However, there is an aspect that needs improvement, which is avoiding exaggerated statements to maintain the audience's trust in Dina.

4.2 Expertise

The expertise stage refers to the knowledge or skills possessed by the influencer that affect the effectiveness of delivering the product message. The "Kata Oma" brand uses Dina Amrianti to promote the sambal balado variant so that the audience becomes aware of the advantages, flavor variants, and other product information, thereby attracting their interest to try it.

Based on the results of interviews with informants, it was found that the audience liked Dina Amrianti's communication style, which made her content interesting and informative. Dina Amrianti was effective in providing information about the "Kata Oma" product, such as flavor variants and places of purchase, and she described the food well. Although there were some shortcomings in the detailed explanations in the promotional video, overall, Dina's expertise and knowledge were considered strong enough to influence the audience's purchasing decisions.

4.3 Attractiveness

Attractiveness is the stage where an influencer's self-image is perceived as appealing, related to certain concepts of physical attractiveness. The "Kata Oma" brand utilizes Dina Amrianti to promote the "Kata Oma" sambal balado variant. Dina Amrianti's unique characteristics can attract the audience to try "Kata Oma."

From the information obtained from several sources, it was found that the audience liked Dina Amrianti's cheerful personality, distinctive voice, and unique style in food reviews. Dina creates interesting content with an energetic, expressive manner and appetizing visuals. Her unique traits, such as high ratings, use of special words, and appealing visuals, attract the audience's interest. However, there is an opinion that Dina Amrianti does not differentiate between product endorsement content and regular food reviews, making her videos appear uniform.

4.4 Respect

Respect is the stage where consumers admire and respect an influencer for their personal qualities and talents. The "Kata Oma" brand utilizes Dina Amrianti to promote the "Kata Oma" sambal balado variant. Dina Amrianti's good personal qualities, as seen from her TikTok account, make her admired and respected by the audience.

Based on the results of interviews with informants, it was found that Dina Amrianti's promotion of the "Kata Oma" product received a positive response from the audience, showing interest and recall of the product. Dina is seen buying and sharing food in her TikTok videos, which makes the audience admire her and trust her reviews. However, some audience members are concerned that they may not always remember the product because the promotion is not the main focus of the content.

4.5 Similarity

The final stage is similarity, where consumers feel they have something in common with the endorser. The "Kata Oma" brand uses Dina Amrianti to promote the sambal balado variant due to her alignment with the #5ensasiSambalBalado campaign. Dina's followers feel they share the same interests, making them continuously follow and be interested in relevant promotions.

From the information obtained from several sources, it was found that Dina Amrianti is very suitable for promoting the "Kata Oma" sambal balado variant because of her interest in food, which is reflected in her TikTok content. The audience follows Dina due to their shared interest in food, creating a bond that makes them more trusting and interested in trying the products she promotes. This shared interest strengthens the #5ensasiSambalBalado campaign being run by the "Kata Oma" brand.

5. Conclusion, Implication, and Recommendation

5.1 Conclusion

a. Trustworthiness

Trustworthiness is a crucial element in the influencer-audience relationship. Dina Amrianti successfully built trust with honest and convincing reviews of the "Kata Oma" sambal balado variant, thanks to her honesty and personal experience. This indicates that trust and honesty influence the effectiveness of influencer promotions, consistent with Nugrho's (2021) view that consumers are more likely to trust recommendations from influencers they believe in, despite some criticism about potential exaggeration.

b. Expertise

In terms of expertise, Dina Amrianti successfully leveraged her skills and knowledge to promote the "Kata Oma" sambal balado variant in a clear and

engaging manner. Although there are notes about a lack of in-depth details, Dina is considered successful in maintaining audience interest in an engaging and non-boring way.

c.   Attractiveness

In terms of attractiveness, Dina Amrianti utilized her cheerful personality, unique style, and appetizing expressions to promote the "Kata Oma" sambal balado variant. Although some content may appear similar, her cheerfulness and authenticity successfully captured the audience's interest. The alignment of her personal characteristics with the promotional communication goals also enhanced her appeal as an influencer.

d.   Respect

In the context of respect, Dina Amrianti displays personal qualities that make her respected and loved by her followers. Admiration for Dina Amrianti also extends to the brand, aligning with Shimp's (2014) perspective. Positive interactions and the audience's interest in trying the product demonstrate Dina's success as an influencer.

e.   Similarity

In the context of similarity, Dina Amrianti was chosen by the "Kata Oma" brand because of her alignment with the #5ensasiSambalBalado campaign and her shared interest in food with her audience. Dina's way of enjoying food strengthens the emotional bond with the audience, increasing trust and influencing their decision to try the product. This shared interest enhances the effectiveness of the campaign and aligns with Shimp's (2014) theory on the influence of influencers who are perceived as similar to the audience.

5.2 Implication

The author provides implications for improving the marketing campaign strategy for the "Kata Oma" brand by Dina Amrianti on TikTok based on the TEARS theory.

a.   Theoretical Implications

The theoretical implication of this study is that the TEARS theory (Trustworthiness, Expertise, Attractiveness, Respect, and Similarity) proposed by Shimp (2014) proves to be strongly relevant in influencing the success of influencer marketing strategies. The findings of this study can serve as a foundation for further empirical research in the future and provide opportunities to better understand the factors influencing the success of influencer marketing strategies for a brand.

b.   Practical Implications

The findings of this study offer insights for influencer marketing and brands, such as Dina Amrianti and "Kata Oma," regarding the importance of selecting influencers with high trustworthiness and credibility, product expertise, and engaging communication skills. Physical attractiveness and a cheerful personality, as well as respect for the influencer's personal qualities, also play a significant role in attracting audience attention and expanding brand affinity. Shared interests between the influencer and the audience enhance promotional effectiveness and influence consumer decisions. Brands should consider these factors when selecting and collaborating with influencers for their campaigns.

5.3 Recommendation

Based on the results and conclusions of the study, the recommendations for future research are as follows:

a. Future researchers are encouraged to seek more sources and maximize available time to obtain more detailed and in-depth data.

b. Future researchers should aim to better align the timing between the interviewer and the informants and be more flexible in conducting interviews so that they can be done anytime and anywhere.

c. Future researchers are advised to conduct longer coordination with informants to obtain more detailed responses regarding the topics being questioned.

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