

PROMOTION STRATEGY THROUGH TIKTOK CONTENT DEVELOPMENT USING THE ADOBE PREMIERE PRO APPLICATION TO INCREASE BRAND AWARENESS IN MSME SILVIA SALON PUSPASARI BOGOR REGENCY

Audry Novia Pramudita^{1*}, Tri Istining Wardani², Fatkhur Rochman³

¹Marketing Management Study Program, Department of Business Administration,
Politeknik Negeri Malang

^{2,3}Department of Business Administration, Politeknik Negeri Malang

E-mail: ¹⁾ audrynp08@gmail.com, ²⁾ tri.istining@polinema.ac.id,

³⁾ fatkhurrch@polinema.ac.id

Abstract

The promotional strategy used by Silvia Salon Puspasari via Tiktok social media did not work optimally because the results of the uploaded videos were not optimum enough because the video quality is still not clear and unstable, which affects the upload results on Tiktok. As a result, the insight into Silvia Salon Puspasari's Tiktok account was unstable. The aim of this research was to create Tiktok content using the Adobe Premiere Pro application as promotional media. This research used the action research method. Measurement effectiveness of packaging design as promotional media using the EPIC Model method. There were 15 respondents, namely 2 marketing experts, 2 computer experts, 1 owner, and 10 consumers or potential consumers. This analysis went through 2 cycles. Based on the results of the analysis of questionnaire distribution, the first cycle still showed quite effective content. In cycle II, an EPIC Rate score of 4.6 was obtained, which means it was very effective. From this research it can be concluded that Tiktok content is said effective and suitable for use as a promotional strategy to increase brand awareness at MSME Silvia Salon Puspasari.

Keywords: Brand Awareness, Promotion Strategy, Tiktok Content, Adobe Premiere Pro, Social Media

INTRODUCTION

Nowadays, social media presence has a huge influence on companies (Kotler & Keller, 2016). The need and ease of access to information and entertainment due to the presence of social media. According to Kotler and Keller in Novalia et al. (2021) social media is a way for consumers to share text, images, audio, and information with each other or with companies or otherwise. Social media allows marketers to strengthen communication activities (Firmansyah, 2019). Starting from just mailing, now with the presence of social media as an intermediary, the entire population of the world can feel the ease of connecting with anyone and anytime. The use of social media based on this Internet connection becomes one of the communication media in doing the promotion becomes more flexible and profitable for all parties because the use of such social media is already felt easier to use and

¹Politeknik Negeri Malang

Audry Novia Pramudita

*E-mail: audrynp08@gmail.com

implement and has a very broad reach because of unlimited space and time (Munir, 2012). In addition, the use of social media can be said to be cost-effective to communicate a variety of information products and services that are even growing.

One of the social media that is currently on the rise in Indonesia itself is the Tiktok application (Apdillah et al., 2022). At the beginning of its appearance, Tiktok was an application that could share short videos (15 seconds) containing dance movements accompanied by music and was also used by musicians as a promotional medium for their work by displaying video footage and lyrics on Tiktok. However, as time has progressed, Tiktok has become increasingly famous for its content that presents users showing their lives and personal information in short videos. Recently, a famous (viral) video on the Tiktok application contained the outpouring of hearts from users which was posted accompanied by songs and words (Iqlima et al., 2023). It is not uncommon for the videos shown to be satirical and personal issues intended to offend other people (Marliani, 2021).

One of the video editing applications that supports content creation is Adobe Premiere Pro (Pane & Hidayah, 2022). Adobe Premiere Pro is video editing software specifically designed to combine images, audio and video. Premiere Pro is the latest version and replaces Adobe Premiere which has been around since 2003. This video editing application is often used by video production houses, television media, advertising, broadcasting and video content companies. Compared to other video editing software, Adobe Premiere Pro is known as an application that is easy to understand thanks to its interface and features.

Based on a journal from research by Novalia et al.(2021) Tiktok released a new feature, namely Tiktok business which is specifically used for product and business promotion media, this can reach a wider audience. Therefore, promotional content on Tiktok social media that is created will use the Adobe Premiere Pro application. The promotional strategy applied to Tiktok content will reach a wider market and increase the level of brand awareness in the subconscious of potential consumers. Brand awareness is buyers' knowledge and awareness of the brand or symbol associated with certain goods and companies.

Businesspeople now know that brand awareness can help sales and productivity in their companies. By using a softselling and hardselling content approach, it is considered the main key in building a strong and relevant brand image in the minds of consumers (Edi Santoso et al., 2022). Softselling, as a subtle and inviting persuasive approach, as well as hardselling which emphasizes direct promotion, are an important part of designing a comprehensive marketing campaign on Tiktok. By implementing these two strategies,

companies can optimize the potential of this platform to create creative content that not only attracts attention but also strengthens brand awareness, bringing a positive impact on image and marketing sustainability.

From the explanation above, it can be concluded that promotional activities can be implemented in various types of companies, one of which is beauty salons. Silvia Salon Puspasari is a salon located on Jl. Karanggan Muda No.168, RT.03/RW.04, Puspasari, Kec. Citeureup, Bogor Regency, West Java 16810, This business is one of the Micro, Small and Medium Enterprises (MSMEs) which has been established since 2021. This salon has various types of services including hair care, facial care, manicure and pedicure, nail art, skin care, make up with a price range starting from IDR 30,000 – IDR 600,000. So far, Silvia Salon Puspasari has carried out promotions on various social media such as Whatsapp Business, Instagram, Facebook and Tiktok called @silviasalon_puspasari. However, promotional activities through Tiktok did not run optimally due to a lack of activeness and consistency in uploading content on the Tiktok platform.

Based on the image above, the results of observations from the content uploaded to Silvia Salon Puspasari Tiktok account show videos about their products and services, however the results of the uploaded videos are less than optimal because the video quality is still not clear and unstable, which affects the upload results on Tiktok. On the other hand, these MSMEs have not implemented the right promotional strategies, such as not following the latest trends and not reaching the desired target audience. As a result, the insight into Silvia Salon Puspasari Tiktok account was unstable. The author aims to highlight the need for a more organized and active social media strategy. By enhancing their promotional strategies and interactions through Tiktok, MSMEs like Silvia Salon Puspasari can strengthen their brand image. Utilizing this platform allows MSMEs to build emotional connections with their audience and increase awareness of the services and products they offer.

Tiktok serves not only as an entertainment platform but also as an effective tool for business promotion (Pardianti & S, 2022). MSMEs can organize their promotions to be more focused and measurable. The content created will be more engaging, relevant to the target audience, and capitalize on current trends to maximize audience interaction. By using Adobe Premiere Pro, MSMEs such as Silvia Salon Puspasari can create high-quality videos more easily. This directly impacts audience brand perception, as professionally crafted and engaging content tends to influence audiences more and enhance subconscious brand awareness among potential consumers.

This is the reason this research explores how the application of technology influences the effectiveness of promotional strategies that will increase brand awareness. Therefore, based on the background that has been described, the formulation of the problem taken in this research is how to develop Tiktok content using the Adobe Premiere Pro application? and how to evaluate design effectiveness using the EPIC model and brand awareness measurement method.

RESEARCH METHODS

The Scope of Research

The scope of this research is the development of Tiktok content as a promotional strategy to increase brand awareness at Silvia Salon Puspasari MSMEs, Bogor Regency, using the Adobe Premiere Pro application.

Type of Research

This research used the action research method (Parnawi, 2020). This research began by making initial observations of the promotional media implemented by the MSMEs Silvia Salon Puspasari. This observation process involves direct observation of the promotional media to be studied, namely the Tiktok platform. Based on the results of observations that have been made, it is known that these MSMEs have not implemented appropriate promotional strategies and have not reached the desired audience. Therefore, this research proposes an alternative solution, namely the use of a more effective promotional strategy by creating Tiktok content using the Adobe Premiere Pro application to increase brand awareness.

Unit of Analysis

In this research, there are four types of respondents who are units of analysis related to the focus or components studied. The Unit of Analysis is used to evaluate the accuracy and consistency of research measuring tools. The results of testing on respondents are processed into data regarding the suitability of Tiktok content. Respondents in this study included 15 individuals who acted as units of analysis, consisting of 2 computer experts, 2 marketing experts, 1 business owner, and 10 potential consumers and consumers.

Data Type

Primary data that will be obtained in this research uses observation, interviews, documentation, questionnaires. Secondary data sources are in the form of company documents, the internet, journals and books which can be used as data to support research

activities. Secondary data in this research was obtained from literature, books, journals, theses and data related to previous promotions.

Method of Collecting Data

Data collection methods are techniques used to retrieve relevant information in research. These methods can vary depending on the type of research, objectives, and topics studied. In this research, included in the qualitative research category, data was collected naturally from primary data sources, and also obtained through promotional media as secondary data.

Questionnaire Development

This research questionnaire was developed to evaluate the design and implementation of promotional strategies through developing Tiktok content using the Adobe Premiere Pro application at Silvia Salon Puspasari in Bogor Regency. This questionnaire is based on the EPIC model with the aim of assessing the effectiveness and appropriateness of Tiktok content. The questionnaire was given to 2 computer experts, 2 marketing experts, 1 business owner, and 10 potential customers or consumers. The contents of the questionnaire include several statements that are in accordance with the EPIC model indicators.

This phenomenon is determined as a research variable by the researcher, then translated into an indicator variable to compile instrument items, which can be in the form of a questionnaire, with a gradation from very positive to very negative by giving a score to each answer, namely 1-5. A score of 1 (one) is for a strongly disagree opinion/answer while a score of 5 (five) is for a strongly agree opinion/answer.

RESULTS AND DISCUSSION

Overview of The Company

This research uses questionnaire development from the EPIC model theory. The following are the results of the questionnaire in the table 1 below.

Cycle 1 (experts and owner)

Tabel 1. Questionnaire 1 EPIC Model (experts and owner)

No	Statement	Research Criteria (Person)				
		SD (1)	D (2)	N (3)	A (4)	SA (5)
Emphaty						
1.	I like the Tiktok content shared by the Silvia Salon Puspasari account.		2		2	1
2.	Silvia Salon Puspasari Tiktok content shares the services and products I need.		1	3	1	
Persuasion						
3.	I believe in the information about products and services uploaded in the Tiktok content of the Silvia Salon Puspasari account.			2	3	
4.	Testimonials from several consumers in Silvia Salon Puspasari Tiktok content increase my trust in the products and services offered Impact.		2		1	2
Impact						
5.	The Tiktok content that was shared made me interested in trying or returning to Silvia Salon Puspasari.		3	1	1	
6.	When I saw the Tiktok content from Silvia Salon Puspasari, I felt that this was the salon I needed.		1	3	1	
Communication						
7.	I feel that the Tiktok content that is shared understands my needs.		3	1	1	
8.	The Tiktok content displayed makes it easier for me to find out about the products and services offered by Silvia Salon Puspasari.			3	2	

Source: Processed Data, 2024

Based on this data, to determine the effectiveness value of all existing dimensions, it is calculated using the following formula:

$$\text{EPIC Rate} = \frac{(\text{x empathy} + \text{x persuasion} + \text{x impact} + \text{x communication})}{4}$$

$$\text{EPIC Rate} = \frac{(3,2 + 3,6 + 2,8 + 3,0)}{4} = 3,2$$

According to the results of the calculations carried out above, the value obtained is 3.2, which indicates that Tiktok content is in the quite effective category. However, from the results of questionnaires from 2 marketing experts, 2 computer experts, 1 owner of the questionnaire, the results desired by the researcher have not reached the desired target, therefore cycle 2 will continue.

The results of observations made through distributing questionnaires carried out with 1 owner, 2 marketing experts, 2 computer experts, it can be seen if there are deficiencies in several items and must be corrected based on suggestions and assessments from the questionnaire that has been given to the respondents. Some suggestions and input that have been given by respondents to the EPIC Model Cycle 1 questionnaire include the following:

a) Marketing Experts

Not implementing attractive promotional strategies, so that the audience is less interested in the content shared by Silvia Salon Puspasari. Suggestion, creating content that can have a better impact on sales, content creators must pay more attention to the needs of consumers.

b) Computer experts

- When taking pictures, the angle used is still insufficient. There are several parts that are unstable or vibrate. In terms of editing, the size of the text is quite good, but the colors need to be adjusted again. There is only background sound without any voiceover which makes the content less informative.
- Improve the video flow to better explain the products offered in a more varied way and match consumers' direct needs. Then consider adding voiceover to make it easier for the audience to understand.

c) Owner

- The content is still unsatisfactory, such as not highlighting the service products at Silvia Salon, so it is less informative.
- Adding sound or text will emphasize the message you want to convey to the audience. Considering adding & compiling a few more videos to provide information such as location, price, service type, model performance, etc.

Cycle 1 (potential consumers and consumers)

Table 2. Questionnaire 1 EPIC Model (potential consumers and consumers)

No	Statement	Research Criteria (Person)				
		SD (1)	D (2)	N (3)	A (4)	SA (5)
Emphaty						
1.	I like the Tiktok content shared by the Silvia Salon Puspasari account.		1	1	6	2
2.	Silvia Salon Puspasari Tiktok content shares the services and products I need.		1	5	3	1
Persuasion						
3.	I believe in the information about products and services uploaded in the Tiktok content of the Silvia Salon Puspasari account.		3	3	4	
4.	Testimonials from several consumers in Silvia Salon Puspasari Tiktok content increase my trust in the products and services offered Impact.		2	7		1
Impact						
5.	The Tiktok content that was shared made me interested in trying or returning to Silvia Salon Puspasari.		1	4	4	1
6.	When I saw the Tiktok content from Silvia Salon Puspasari, I felt that this was the salon I needed.	1	2	3	4	
Communication						
7.	I feel that the Tiktok content that is shared understands my needs.		4	2	4	
8.	The Tiktok content displayed makes it easier for me to find out about the products and services offered by Silvia Salon Puspasari.	1	3	1	4	1

Source: Processed Data, 2024

Based on this data, to determine the effectiveness value of all existing dimensions, it is calculated using the following formula:

$$\text{EPIC Rate} = \frac{(\text{x empathy} + \text{x persuasion} + \text{x impact} + \text{x communication})}{4}$$

$$\text{EPIC Rate} = \frac{(3,7 + 3,1 + 3,3 + 3,1)}{4} = 3,3$$

According to the results of the calculations carried out above, the value obtained is 3.3, which indicates that Tiktok content is in the quite effective category. However, from the results of questionnaires from potential consumers and consumers of the questionnaire, the results desired by the researcher have not reached the desired target, therefore cycle 2 will continue.

Brand awareness data was obtained based on a cycle 1 questionnaire for respondents in this study including 15 individuals who acted as units of analysis, consisting of 2 computer experts, 2 marketing experts, 1 business owner, and 10 potential consumers and consumers. The results of all the answers will show whether Tiktok content has an influence on increasing brand awareness, which can be seen in the following table.

a) Unaware of Brand

The Unaware of Brand indicator questionnaire data in the first item in the first statement contained that I'm interested in following the Silvia Salon Puspasari Tiktok account after seeing the promotional content displayed. There was 1 respondent who said they strongly agreed, 5 respondents who said they agreed, 5 respondents who said they were neutral, 4 respondents who said they disagreed, 0 respondent who said he strongly disagreed. Of the total 15 respondents who answered the questionnaire. It can be concluded that some respondents are interested in following the Silvia Salon Puspasari Tiktok account after seeing the promotional content displayed.

In the second item in the first statement, states that I'm looking for more information about Silvia Salon Puspasari after seeing the Tiktok content displayed. There was 3 respondents who said they strongly agreed, 5 respondents who said they agreed, 5 respondents who said they were neutral, 2 respondents who said they disagreed, 0 respondent who said he strongly disagreed. Of the total 15 respondents who answered the questionnaire. It can be concluded that the majority of respondents are looking for more information about Silvia Salon Puspasari after seeing the Tiktok content that was displayed.

b) Brand Recognition

Brand Recognition indicator questionnaire data in the first item in the first statement contained that through the Tiktok content shared by Silvia Salon Puspasari, I can easily find out about the products and services they offer. There was 1 respondent who said they strongly agreed, 0 respondents who said they agreed, 6 respondents who said they were neutral, 8 respondents who said they disagreed, 0 respondent who said he strongly disagreed. It can be concluded that the majority of respondents cannot easily find out the products and services offered in the content.

In the second item in the first statement, states that through shared Tiktok content, I started to become interested in the products and services offered by this salon. There was 1 respondent who said they strongly agreed, 4 respondents who said they agreed, 8 respondents

who said they were neutral, 2 respondents who said they disagreed, 0 respondent who said he strongly disagreed. It can be concluded that some respondents are interested in the products and services offered in the content.

c) Brand Recall

Brand Recall indicator questionnaire data in the first item in the first statement contained that the Tiktok content shared by Silvia Salon Puspasari succeeded in making me choose their products and services. There was 1 respondent who said they strongly agreed, 4 respondents who said they agreed, 7 respondents who said they were neutral, 3 respondents who said they disagreed, 0 respondent who said he strongly disagreed. It can be concluded that the Tiktok content shared by Silvia Salon Puspasari succeeded in making some respondents choose its products and services.

In the second item in the first statement, states that the Tiktok content shared by Silvia Salon Puspasari succeeded in influencing my mind, making me more likely to remember the products and services offered. There was 1 respondent who said they strongly agreed, 2 respondents who said they agreed, 5 respondents who said they were neutral, 7 respondents who said they disagreed, 0 respondent who said he strongly disagreed. It can be concluded that the Tiktok content shared has successfully influenced the minds of several respondents so that they can more easily remember the products and services offered.

d) Top of Mind

The Top of Mind indicator questionnaire data in the first item in the first statement contained that the products and services displayed in the Tiktok content from Silvia Salon Puspasari made a strong impression in my memory. There was 0 respondent who said they strongly agreed, 2 respondents who said they agreed, 7 respondents who said they were neutral, 6 respondents who said they disagreed, 0 respondent who said he strongly disagreed. It can be concluded that several respondents stated that the content displayed regarding the products and services offered had a strong impression in their memory.

In the second item in the first statement, states that Silvia Salon Puspasari Tiktok content is so interesting that I can easily remember it. There was 0 respondent who said they strongly agreed, 2 respondents who said they agreed, 10 respondents who said they were neutral, 3 respondents who said they disagreed, 0 respondent who said he strongly disagreed. It can be concluded that several respondents stated that Silvia Salon Puspasari's Tiktok content is very interesting so it is easy to remember.

Based on the results of the questionnaire that have been presented above, it is known that there are 8 respondents who stated that they disagree and 6 respondents who stated that they are neutral on the statement item "that through the Tiktok content shared by Silvia Salon Puspasari, I can easily find out about the products and services they offer". In the brand recognition indicator in question, namely based on the Tiktok content displayed, several respondents cannot easily find out about the products and services offered by Silvia Salon Puspasari, it can be concluded that the content does not meet the brand recognition item aspect. This problem is the reason researchers want to carry out cycle 2 to get more effective content results.

Reflection

Based on the results of the EPIC Model questionnaire from 2 marketing experts, 2 computer experts, 1 questionnaire owner, a value of 3.2 was obtained, indicating that Tiktok content is in the fairly effective category. It can be seen that there are deficiencies in several items and improvements must be made based on suggestions and assessments from the questionnaire that has been given to respondents. The results obtained have not met the target criteria desired by the researcher, therefore cycle 2 will be continued.

Based on the results of the EPIC Model questionnaire from 10 potential consumers and consumers, a value of 3.3 was obtained, indicating that Tiktok content is in the fairly effective category. However, from the results of the questionnaire from prospective consumers and consumers of the questionnaire, the results desired by the researcher have not reached the desired target, therefore cycle 2 will be continued.

Based on the results of the Brand Awareness questionnaire, it is known that there are 8 respondents who disagree and 6 respondents who are neutral on the statement item "that through the Tiktok content shared by Silvia Salon Puspasari, I can easily find out the products and services they offer". In the brand recognition indicator in question, namely based on the displayed Tiktok content, some respondents could not easily find out the products and services offered by Silvia Salon Puspasari, it can be concluded that the content does not meet the brand recognition item aspect. Therefore, this problem is the reason researchers want to carry out cycle 2 to get more effective content results.

Cycle 2

After carrying out implementation actions, the next stage is the observation stage. In this research, observations were made on four units of analysis, namely computer experts,

marketing experts, potential consumers and consumers, and owners. This aims to find out whether the product promotional advertising video has received a good response or not.

This research uses questionnaire development from the EPIC model theory. The following are the results of the questionnaire in the table below.

Cycle 2 (experts and owner)

Table 3. Questionnaire 1 EPIC Model (experts and owner)

No	Statement	Research Criteria (Person)				
		SD (1)	D (2)	N (3)	A (4)	SA (5)
Emphaty						
1.	I like the Tiktok content shared by the Silvia Salon Puspasari account.				2	3
2.	Silvia Salon Puspasari Tiktok content shares the services and products I need.			1	3	1
Persuasion						
3.	I believe in the information about products and services uploaded in the Tiktok content of the Silvia Salon Puspasari account.				2	3
4.	Testimonials from several consumers in Silvia Salon Puspasari Tiktok content increase my trust in the products and services offered Impact.					5
Impact						
5.	The Tiktok content that was shared made me interested in trying or returning to Silvia Salon Puspasari.			1	3	1
6.	When I saw the Tiktok content from Silvia Salon Puspasari, I felt that this was the salon I needed.			2	1	2
Communication						
7.	I feel that the Tiktok content that is shared understands my needs.			2	2	1
8.	The Tiktok content displayed makes it easier for me to find out about the products and services offered by Silvia Salon Puspasari.				1	4

Source: Processed Data, 2024

Based on this data, to determine the effectiveness value of all existing dimensions, it is calculated using the following formula:

$$\text{EPIC Rate} = \frac{(\text{x empathy} + \text{x persuasion} + \text{x impact} + \text{x communication})}{4}$$

$$\text{EPIC Rate} = \frac{(4,3 + 4,8 + 4,0 + 4,3)}{4} = 4,4$$

Based on the results of the calculations carried out above, the value obtained is 4.4, which identifies that Tiktok content is in the very effective category. Based on data from

distributing questionnaires at cycle 2 stage from 2 marketing experts, 2 computer experts, 1 owner. It is known that there are no respondents who answered with scores 1 and 2, which means that their average does not indicate that they strongly disagree or disagree with the stated indicators. Therefore, this stage has been completed.

Cycle 2 (potential consumers and consumers)

Table 4. Questionnaire 1 EPIC Model (potential consumers and consumers)

No	Statement	Research Criteria (Person)				
		SD (1)	D (2)	N (3)	A (4)	SA (5)
1.	I like the Tiktok content shared by the Silvia Salon Puspasari account.				3	7
2.	Silvia Salon Puspasari Tiktok content shares the services and products I need.			1	3	6
Persuasion						
3.	I believe in the information about products and services uploaded in the Tiktok content of the Silvia Salon Puspasari account.			1	3	6
4.	Testimonials from several consumers in Silvia Salon Puspasari Tiktok content increase my trust in the products and services offered Impact.			1	2	7
Impact						
5.	The Tiktok content that was shared made me interested in trying or returning to Silvia Salon Puspasari.				1	9
6.	When I saw the Tiktok content from Silvia Salon Puspasari, I felt that this was the salon I needed.			2	3	5
Communication						
7.	I feel that the Tiktok content that is shared understands my needs.			1	3	6
8.	The Tiktok content displayed makes it easier for me to find out about the products and services offered by Silvia Salon Puspasari.				2	8

Source: Processed Data, 2024

Based on this data, to determine the effectiveness value of all existing dimensions, it is calculated using the following formula:

$$\text{EPIC Rate} = \frac{(\text{x empathy} + \text{x persuasion} + \text{x impact} + \text{x communication})}{4}$$

$$\text{EPIC Rate} = \frac{(4,6 + 4,6 + 4,6 + 4,7)}{4} = 4,6$$

Based on the results of the calculations carried out above, the value obtained is 4.6, which identifies that Tiktok content is in the very effective category. Based on data from the

distribution of questionnaires in cycle 2 stage from Potential consumers and consumers. It is known that there are no respondents who answered with scores 1 and 2, which means that their average does not indicate that they strongly disagree or disagree with the stated indicators. Therefore, this stage has been completed.

Brand awareness data was obtained based on a cycle 2 questionnaire for respondents in this study including 15 individuals who acted as units of analysis, consisting of 2 computer experts, 2 marketing experts, 1 owner, and 10 potential consumers and consumers. The results of all the answers will show whether Tiktok content has an influence on increasing brand awareness, which can be seen in the following table.

Table 5. Questionnaire 2 Brand Awareness

No	Statement	Research Criteria (Person)				
		SD (1)	D (2)	N (3)	A (4)	SA (5)
Unaware of Brand						
1.	I'm interested in following the Silvia Salon Puspasari Tiktok account after seeing the promotional content displayed.	0	0	8	4	3
2.	I'm looking for more information about Silvia Salon Puspasari after seeing the Tiktok content displayed.	0	0	1	8	6
Brand Recognition						
3.	Through the Tiktok content shared by Silvia Salon Puspasari, I can easily find out about the products and services they offer.	0	0	4	8	3
4.	Through shared Tiktok content, I started to become interested in the products and services offered by this salon.	0	0	3	9	3
Brand Recall						
5.	The Tiktok content shared by Silvia Salon Puspasari succeeded in making me choose their products and services.	0	0	3	4	8
6.	The Tiktok content shared by Silvia Salon Puspasari succeeded in influencing my mind, making me more likely to remember the products and services offered.	0	0	2	8	5
Top of Mind						
7.	The products and services displayed in the Tiktok content from Silvia Salon Puspasari made a strong impression in my memory.	0	0	1	9	5
8.	Silvia Salon Puspasari Tiktok content is so interesting that I can easily remember it.	0	0	2	9	4

Source: Processed Data, 2024

a. Unaware of Brand

The Unaware of Brand indicator questionnaire data in the first item in the first statement contained 3 respondents who said they strongly agreed, 4 respondents who said they agreed, 8 respondents who said they were neutral, 0 respondents who said they disagreed, 0 respondent who said he strongly disagreed.

In the second item in the first statement, there were 6 respondents who said they strongly agreed, 8 respondents who said they agreed, 1 respondents who said they were neutral, 0 respondents who said they disagreed, 0 respondent who said he strongly disagreed.

b. Brand Recognition

The Brand Recognition indicator questionnaire data in the first item in the first statement contained 3 respondents who said they strongly agreed, 8 respondents who said they agreed, 4 respondents who said they were neutral, 0 respondents who said they disagreed, 0 respondent who said he strongly disagreed.

In the second item in the first statement, there were 3 respondents who said they strongly agreed, 9 respondents who said they agreed, 3 respondents who said they were neutral, 0 respondents who said they disagreed, 0 respondent who said he strongly disagreed.

c. Brand Recall

The Brand Recall indicator questionnaire data in the first item in the first statement contained 8 respondents who said they strongly agreed, 4 respondents who said they agreed, 3 respondents who said they were neutral, 0 respondents who said they disagreed, 0 respondent who said he strongly disagreed.

In the second item in the first statement, there were 5 respondents who said they strongly agreed, 8 respondents who said they agreed, 2 respondents who said they were neutral, 0 respondents who said they disagreed, 0 respondent who said he strongly disagreed.

d. Top of Mind

The Top of Mind indicator questionnaire data in the first item in the first statement contained 5 respondents who said they strongly agreed, 9 respondents who said they agreed, 1 respondents who said they were neutral, 0 respondents who said they disagreed, 0 respondent who said he strongly disagreed.

In the second item in the first statement, there were 4 respondents who said they strongly agreed, 9 respondents who said they agreed, 2 respondents who said they were neutral, 0 respondents who said they disagreed, 0 respondent who said he strongly disagreed.

Based on the results of distributing the questionnaire, it is known that in cycle 2 there were no respondents who gave scores 1 and 2, which means that their average did not indicate that there was a statement of strongly disagreeing or disagreeing with the indicators stated. Thus, it can be concluded that in general the average respondent is convinced that the promotional strategy using Tiktok content has succeeded in increasing brand awareness of Silvia Salon Puspasari MSMEs. Therefore, this stage has been completed.

Reflection

Based on the results of the EPIC Model questionnaire from 2 marketing experts, 2 computer experts, 1 questionnaire owner, a value of 4.4 was obtained, which identified that Tiktok content is in the very effective category. It is known that no respondents answered with a score of 1 and 2, which means that the average does not indicate strongly disagree or disagree with the indicators that have been set. Thus, this stage has been completed.

Based on the results of the EPIC Model questionnaire from 10 prospective consumers and consumers, a value of 4.6 was obtained, which identified that Tiktok content is in the very effective category. It is known that no respondents answered with a score of 1 and 2, which means that the average does not indicate strongly disagree or disagree with the indicators that have been set. Thus, this stage has been completed.

Based on the results of the Brand Awareness questionnaire, it is known that in cycle 2, no respondents gave a score of 1 and 2, which means that the average does not indicate a statement of strongly disagree or disagree with the indicators presented. Thus it can be concluded that in general the average respondent feels confident that the promotional strategy using Tiktok content has succeeded in increasing brand awareness of Silvia Salon Puspasari UMKM. Thus this stage has been completed.

Discussion

In this research, questionnaires were distributed to respondents created Tiktok content. A questionnaire was created to assess the effectiveness of the design based on the EPIC (Emphaty, Persuasion, Impact, and Communication) theory. The selected respondents consisted of 1 owner, 2 marketing experts, 2 computer experts and 10 consumers for a total of 15 respondents. Based on the results of the presentation of Action Research data, the results obtained were that Tiktok content met the EPIC criteria which was included in the very effective category. This is proven by obtaining a predetermined scale score percentage.

In the effectiveness of cycle 1, the results obtained are included in the quite effective category and there are still many criticisms and suggestions such as technical improvements

in scene shooting and editing, improvements in product and service explanations, better highlighting of existing products to improve overall content information, so Therefore, this research was continued to cycle 2. Based on the criticism and suggestions in cycle 1, cycle 2 began by making further improvements so that after the TikTok content had been created, it would get a better response from the respondents concerned. TikTok content in cycle 2 is appropriate and worthy of being a promotional strategy. The EPIC model results from cycle stages 1 and 2 can be seen in the following table:

Table 6. EPIC Model Effectiveness Score Results

No	Dimension	Score EPIC Cycle 1	Score EPIC Cycle 2
1.	Emphaty	3,7	4,6
2.	Persuasion	3,1	4,6
3.	Impact	3,3	4,6
4.	Communication	3,1	4,7
EPIC Rate		3,3	4,6

Source: Processed Data, 2024

Based on the EPIC results in cycles 1 and 2, the average score for the empathy dimension was 3,7 and 4,6. Results in the second cycle increased by 0,9 from the previous one. In cycle 1 it is included in the effective category and in cycle 2 it is included in the very effective category where the TikTok content created in cycle two is able to make consumers like the appearance and is also informative in the delivery of the products being offered.

The persuasion dimensions are 3,1 and 4,6. Results in the second cycle increased by 1,5 from the previous one. In cycle 1 it is included in the quite effective category and in cycle 2 it is included in the very effective category where the TikTok content created in cycle two is able to make consumers believe in product information and the reviews from several consumers increase this trust.

Impact dimensions are 3,3 and 4,6. Results in the second cycle increased by 1,3 from the previous one. In cycle 1 it is included in the quite effective category and in cycle 2 it is included in the very effective category where the TikTok content created in cycle two is able to make consumers interested in trying it and feel that this is the salon they need.

The communication dimensions are 3,1 and 4,7. Results in the second cycle increased by 1,6 from the previous one. In cycle 1 it is included in the quite effective category and in cycle 2 it is included in the very effective category where the TikTok content created in cycle two is able to make consumers relate to their needs and the product explanation is easy to understand.

EPIC Rate calculation based on the overall results of both cycles (1 and 2), the score increased from 3,3 to 4,6 an increase of 1,3 from the previous one. This shows that the second cycle succeeded in strengthening the results of the first cycle. This cycle process changes the assessment from quite effective to very effective for Tiktok content used as a promotional strategy, especially after improvements were made in cycle 2. This strengthens that the promotional strategy using Tiktok content is successful in increasing brand awareness.

Based on the results of the brand awareness questionnaire distributed to all respondents, it can be concluded that Tiktok content is related to consumer awareness of a brand. Therefore, by implementing good and effective Tiktok content, it is hoped that it will be able to increase brand awareness for Silvia Salon Puspasari.

CONCLUSION

Silvia Salon Puspasari is a business that operates in the service sector, especially care and beauty. This salon is located in Bogor Regency, West Java, located on Jl. Karanggan Muda No.168, RT.03/RW.04, Puspasari, Citeureup District, Bogor Regency, West Java 16810. This business is widely known in the surrounding community, having received a rating of 5.0 from hundreds of customers who have experienced its salon services. The advantage of this salon lies in the satisfactory quality of service at affordable prices. So far, Silvia Salon Puspasari has carried out promotions on various social media such as WhatsApp Business, Instagram, Facebook and Tiktok called @silviasalon_puspasari. However, promotional activities through Tiktok did not run optimally due to a lack of activeness and consistency in uploading content on the Tiktok platform. On the other hand, these MSMEs have not implemented appropriate promotional strategies, such as not following the latest trends and not reaching the desired target audience. As a result, the insight into Silvia Salon Puspasari's Tiktok account was unstable.

Based on these problems, a promotional strategy was created using TikTok content to increase brand awareness using the action research method. This TikTok content creation uses the Adobe Premiere Pro application to edit videos to make them higher quality and more interesting. Measuring design effectiveness was carried out to measure the effectiveness of the promotional media used by distributing questionnaires to 15 respondents using the EPIC Model.

The results of research from distributing questionnaires, obtained an average EPIC Rate score of 4.6 which is included in the very effective category. And the results of

measuring brand awareness can be seen from the results of distributing the questionnaire in cycle 2, there were no respondents who gave scores 1 and 2, meaning that on average no one showed a statement that strongly disagreed or disagreed with the indicators stated. Thus, it can be concluded that in general the average respondent believes that the promotional strategy using Tiktok content has succeeded in increasing brand awareness of Silvia Salon Puspasari MSMEs.

Based on the research results, several suggestions are provided for Silvia Salon Puspasari MSMEs. First, the TikTok content created by the researchers can serve as a reference for future promotional strategies on Silvia Salon Puspasari's social media platforms. Second, it is recommended to add marketing experts to manage the salon's social media accounts to enhance sales and strengthen its brand image. Finally, both the business owners and employees are encouraged to participate in marketing training, particularly in relation to promotional media, to improve their marketing efforts.

REFERENCES

- Apdillah, D., Harmika, Z., Sahera, M., & Harahap, H. U. (2022). Communication Ethics as Virtual Virtue Control in Media Behavior Society in the Digital Age. *JOURNAL OF HUMANITIES, SOCIAL SCIENCES AND BUSINESS*, 1(3), 49–60. <https://doi.org/10.55047/jhssb.v1i3.148>
- Edi Santoso, R., Prawiyogi, A. G., Rahardja, U., Oganda, F. P., & Khoififah, N. (2022). Penggunaan dan Manfaat Big Data dalam Konten Digital. *ADI Bisnis Digital Interdisiplin Jurnal*, 3(2). <https://doi.org/10.34306/abdi.v3i2.836>
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Penerbit Qiara Media.
- Iqlima, N. A., Winoto, Y., & R, T. S. (2023). Strategi Komunikasi Pemasaran Melalui Media Sosial Instagram (Studi Action Research pada Bisnis The Local Space). *Jurnal Ilmiah Multidisiplin*, 2(1).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Global Edition)*. England: Person Education Limited.
- Marliani, L. P. (2021). Pengembangan Video Pembelajaran Untuk Meningkatkan Motivasi Belajar Siswa Sekolah Dasar. *PAEDAGOGY: Jurnal Ilmu Pendidikan Dan Psikologi*, 1(2). <https://doi.org/10.51878/paedagogy.v1i2.802>
- Munir. (2012). Multimedia Konsep dan Aplikasi dalam Pendidikan. In *Alfabeta* (Vol. 58, Issue 12).

- Novalia, N., Balqis, A., & Ramadhana, A. (2021). Pemanfaatan Aplikasi Tiktok sebagai Media Promosi untuk Meningkatkan Brand Awareness (Studi Kasus pada PT. ES Teh Indonesia). *Jurnal Akrab Juara*, 6(4), 84–98.
- Pane, S. A., & Hidayah, K. A. (2022). Analisis Perbandingan Teknik Rendering Menggunakan Adobe Media Encoder Dan Software Adobe Premiere. *Jurnal Media Infotama*, 18(2).
- Pardianti, M. S., & S, V. V. (2022). Pengelolaan Konten Tiktok Sebagai Media Informasi. *Ikon --Jurnal Ilmiah Ilmu Komunikasi*, 27(2). <https://doi.org/10.37817/ikon.v27i2.1905>
- Parnawi, A. (2020). *Penelitian tindakan kelas (classroom action research)*. Deepublish.