THE INFLUENCE OF OFFICIAL TIKTOK HANASUI VIDEO CONTENT ON BRAND AWARENESS AND CONSUMER BUYING INTEREST IN SOLO RAYA

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ABSTRACT

TikTok is considered as one of the means to promote products. This phenomenon provides an opportunity for beauty companies to utilize TikTok as a tool to increase brand awareness and consumer buying interest. This study aims to examine the significance of the influence of Hanasui's official Tiktok content on brand awareness and purchase intention of Hanasui products. This research adopts a descriptive quantitative approach using descriptive quantitative research methods. The minimum sample size taken was 42 respondents by applying non-probability sampling through purposive sampling technique. Data collection was carried out through questionnaire distribution, and data analysis was carried out using simple linear regression analysis. The results showed a positive and significant effect of TikTok Hanasui Official video content on the variables of brand awareness and purchase intention of Hanasui products. These findings indicate that utilizing the TikTok platform in marketing strategies can help companies increase brand awareness and product purchase intention. Beauty companies can consider using Tik Tok as one of the tools to increase the marketing effectiveness of their products. Hanasui Official's Tiktok video content has a positive influence on brand awareness and purchase intention, companies can design more focused and efficient marketing strategies.

Keywords: Cosmetics, Skincare, TikTok, Social Media, Beauty

INTRODUCTION

In the current era, beauty products are increasingly developing not just a desire but a necessity. One of the beauty products that are often needed is skincare and cosmetics. According to Cho in the little book of skincare says that skin care is an activity that can be done by anyone, hygiene needs are important for women and men to take care of themselves regardless of gender orientation (lifepal, 2020). Cosmetics are ingredients used to provide beauty and health effects for the body (Tranggono, 2007: 54). Cosmetics are known since centuries ago. In the 19th century, the use of cosmetics began to receive attention, which is not only for beauty but also for health. The definition of cosmetics in the Regulation of the Minister of Health of the Republic of Indonesia No. 220 / MenKes / Per / X / 1976 dated September 6, 1976 which states that cosmetics are materials or mixtures of materials to be rubbed, attached, poured, sprinkled, or sprayed on, inserted into, used on the body or parts of the human body with the intention of cleaning, maintaining, adding attractiveness or changing appearance, and does not include drugs.

One example of a beauty product that is currently being discussed is Hanasui products. Hanasui is a brand of products from PT Eka Jaya Internasional which is produced in Indonesia, precisely on Jalan Prabu Kiansantang 89 in Priuk, Tangerang. This Hanasui product has been in production for a long time and its products are trusted by some people because of their real quality. As a beauty product, Hanasui certainly does not want to just produce cosmetics and skincare. They are very thorough and careful, both in the selection of ingredients to the production process. In addition, to further ensure the safety of their products, they have registered them with the BPOM.

The role of communication is indispensable to attract potential customers. Communication is a basic human need to convey information. Communication is also often used to build good social relationships (Hasibuan, 2011). Social media with all its influence has changed the world a lot, including as a means of communication to get information and convey information. On the other hand, the impact of this is also unstoppable, meaning that social media increasingly opens up opportunities for every individual involved in it to freely express their opinions.

One of the social media that is currently trending in Indonesia is tiktok. In this media we can find many videos with a variety of interesting content. Not only seeing or imitating, every TikTok user can pour ideas in the video according to their own taste and style, so that the video has high views or likes and even becomes content inspiration for other users. Most consumers nowadays prefer to see content that provides recommendations about a product such as from influencers, because the product has been used as well as reviewed for its advantages and disadvantages so that it is predicted to make consumers more confident about the product they will buy. Researchers assume that content, especially on the TikTok platform, is one of the most profitable media because they have an attraction that has a close relationship with the level of

public trust. In addition, public interest in cosmetic products is also related to the success of an influencer in presenting their products so that many people believe in buying and using these cosmetic products.

Therefore, digital promotional media such as content through tiktok media is thought to play an important role in determining consumer buying interest, so research will be conducted on "The Effect of Tiktok Hanasui Official Video Content on Brand Awareness and Consumer Purchase Interest in Solo Raya".

Based on the background of the problem, the formulation of the problem to be discussed is whether the content of tiktok hanasui official has a significant effect on brand awareness and buying interest in hanasui products so that the results of the study can be useful for Hanasui companies in the future in order to increase the creation of more interesting content to encourage brand awareness and increase sales.

Content

Social media content is information and entertainment presented and placed on social social networking media platforms such as YouTube, Instagram, Facebook and media created by a person or individual, a company and an organization to enable more direct interaction with users, and to realize its full effect social media content must also be carefully oriented to the target group (Huang, 2020).

Brand Awareness

Brands can be easily recognized or distinguished through several visible elements, namely the name, logo, packaging, and others (Kotler & Keller, 2016). Brand elements should be unique and easy to remember so that they can increase public awareness of the brand (Sutanto, Tjahyana, and Wijayanti, 2022).

Purchase Intention

Purchase interest is part of the behavioral component in consumer attitudes. Interest consumer buying interest is the phase in which consumers make their choices among several brands containing many choices, then finally do something, buy from the most popular option or from the approved process. Consumers can buy goods or services based on differences (Pramono 2012: 136). By considering the concept of consumer purchase intention, it can be assumed that factors such as brand influence, perceived value, and previous experience play a key role in shaping purchase intention. In addition, it can be hypothesized that product promotion and consumer trust in the brand also have a significant impact on the level of purchase intention. Based on this development, it is hypothesized that there is a positive relationship between brand influence, perceived value, and previous experience with consumer purchase intention and product promotion and consumer trust in the brand contribute positively to the level of consumer purchase intention, These hypotheses can serve as a basis for further

research to understand the factors that influence consumer purchase intention and identify effective marketing strategies to increase purchase intention in the market.

RESEARCH METHOD

This research uses descriptive quantitative research. In accordance with the problems that occur, the focus of this research aims to determine the extent to which TikTok content and applications affect brand awareness and purchase intention of the Surakarta community, so this research uses statistical calculations to answer specific research questions or hypotheses. This research was conducted in May 2023. In Solo City. The population in this study were all people in Greater Solo City. The type of sample used in this study is a type of non probability sampling, namely purposive sampling. The sample in this study were active Tiktok users aged 17-35 years and knew Hanasui products. In determining the number of samples, you can use parameters by calculating the questionnaire indicators multiplied by the research variables (Sugiyono, 2017: 91). A decent sample size in research is between 30-500. So the number of samples needed by researchers in this study was 14 indicators multiplied by 3 variables so as to obtain a minimum sample size of 42.

The type of data uses primary data, namely data obtained directly from the source through a questionnaire. Data collection using a questionnaire. This research was conducted by distributing questionnaires online using google form. The scale used in this study is a Likert scale, which has 5 answer preferences, namely (Sugiyono, 2014):

Score 1 = Strongly disagree

Score 2 = Disagree

Score 3 = Undecided

Score 4 = Agree

Score 5 = Strongly Agree

Data analysis techniques using validity and reliability tests, trials were conducted on 59 respondents. Correlation calculations were carried out using the help of the SPSS software program. The classical assumption test is normality test, multicollinearity test and heteroscedasticity test. This study uses simple linear regression data analysis techniques. The use of this technique is because in this study only 2 dependent variables are used

(Brand awareness and Purchase Intention) and one independent variable (tiktok content). For ease of calculation, computer services in the form of software with the SPSS (Statistical Package for Social Science) for windows and Microsoft Excel programs are used. Hypothesis testing uses Individual Parameter Significance Test (t test) and Simultaneous Significance Test (F test), and Coefficient of Determination Analysis (R^2).

RESULTS AND DISCUSSION

Based on questionnaires that have been distributed to the people of the Greater Solo area which includes Surakarta City, Sukoharjo Regency, Karanganyar Regency, Sragen Regency, Wonogiri Regency, Boyolali Regency and Klaten Regency and with an age category of 16 years to 35 years who are active users of tiktok social media and know Hanasui Products. Then a description of gender, domicile, age, occupation, and income can be found.
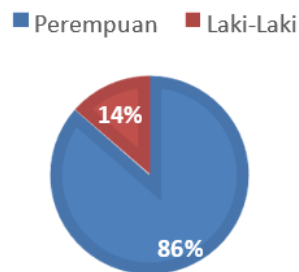

Figure 1. Gender
Source: Data from Questionnaire Respondents, processed 2023

Based on the diagram above, it can be seen that respondents with female gender are 86% (51 respondents) and male respondents are 14% (8 respondents).
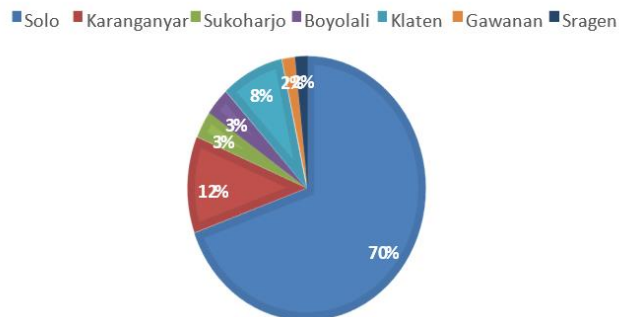

Figure 2. Domicile
Source: Respondent Questionnaire Data, processed 2023

Based on the diagram above, it can be seen that respondents who live in Solo are 70% (41 respondents), domiciled in Karanganyar as much as 12% (7 respondents), domiciled in Sukoharjo as much as 3% (2 respondents), domiciled in Boyolali as much as 3% (2 respondents), domiciled in Klaten, as much as 8% (5 respondents), domiciled in Gawanan as much as 2% (1 respondent), and domiciled in Sragen as much as 2% (1 respondent).
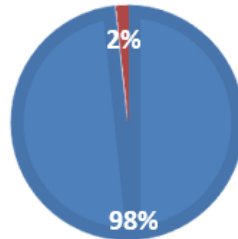
USIA

■ 17- 25 ■ 25 - 35

Figure 3. Age
Source: Respondent Questionnaire Data, processed 2023

Based on the diagram above, it can be seen that 98% (58 respondents) are aged 17-25 years and as many as 2% (1 respondent) are 25-35 years old.

PEKERJAAN
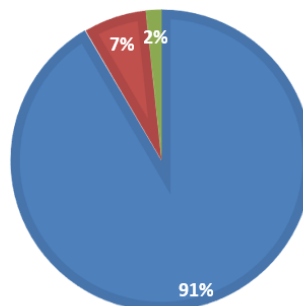
■ Pelajar / Mahasiswa ■ Lainnya ■ Wiraswasta

Figure 4. Occupation
Source: Respondent Questionnaire Data Results, processed 2023

Based on the diagram above, it can be seen that 91% (54 respondents) of respondents with student / student jobs chose others as many as 7% (4 respondents) and 2% (1 respondent) chose self-employed.

PENGHASILAN PER -BULAN

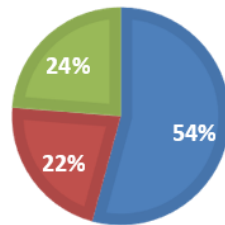■ 0 - 500.000 ■ 500.000 - 1.000.000 ■ 1.000.000 - 3.000.000

Figure 5. Monthly Income
Source: Respondent Questionnaire Data, processed 2023

Based on the diagram above, it can be seen that respondents who earn Rp0.00 Rp500,000.00 per month are 54% (32 respondents) who earn Rp500,000.00 - Rp1,000,000.00 are 22% (13 respondents) and those who earn Rp1000,000.00 - Rp3000,000.00 are 24% (14 respondents).

Validity Test

The validity test is used to measure whether a question in a questionnaire has valid or invalid results. Questionnaire questions are said to be valid if the questions can reveal the variables measured by the questionnaire. The basis for decision making is if the value of rcount> rtable then the question is said to be valid, but if the value of rcount < rtable then the question is said to be invalid. Processing of this questionnaire question was carried out with the help of SPSS. Based on the table of TikTok Content Validity Test results in the Pearson Correlation column for each statement item, the value is greater than r table 0.254, so it can be concluded that 7 questions for the TikTok Content variable are valid. Based on the table of Brand Awareness Validity Test results in the Pearson Correlation column for each statement item, the value is greater than r table 0.254, so it can be concluded that 3 questions for the Brand Awareness variable are valid.

Reliability Test

The reliability test is carried out to measure whether the questions in the questionnaire are consistent or not. The basis for decision making is that the question is said to be reliable if the Cronbach's Alpha value is more than 0.6. Based on the Reliability Statistic table shows Cronbach's Alpha 0.899> 0.6. It can be concluded that the statements in the TikTok Content, Brand Awareness, and Purchase Intention variables are reliable, meaning that the results of measuring the advertising variable are consistent.

Normality Test

The purpose of the normality test is to determine whether the data obtained is normally distributed. In this study, the Kolmogorov-Smirnov non-parametric method was used. The data in this study can be said to be normally distributed because the probability value (Sig. (2.tailed)) > 0.05, which is 0.200 for the brand awareness variable and 0.062 for the purchase intention variable.

Table 1. Table of Normality Test Result

One- Sample Komogorov Smirnov	Unstandardiz ed Residual
N	45
Kolmogorov-Smirnov	.113
Asymp. Sig. (2-tailed) (brand awareness variable)	.200[c]
Asymp. Sig. (2-tailed) (purchase interest variable)	.062[c]

Source: SPSS Statistic data, processed 2023

Multicollinearity Test

The multicollinearity test aims to determine whether there is a high correlation between the independent variables in the multiple linear regression model. When there is a high correlation between the independent variables, the relationship between the independent variable and the dependent variable is broken.

Table 2. Multicollinearity Test

Variable	Tolerance Value	VIF Value	Description
Hanasui TikTok Content	1.000	1.000	Free of multicollinearity symptoms

Source: SPSS Statistic data, processed 2023

Based on the table above, it is known that the VIF value of the TikTok Hanasui Content variable must be smaller than (<) 10 and the Tolerance value of each variable must be greater than (>) 0.1. So it can be concluded that each variable data used in this study is not correlated with each other or the data used is free from multicollinearity symptoms.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The heteroscedasticity test is carried out by looking at the plot graph between the predicted value of the dependent

variable, namely ZPRED with the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatterplot graph. Based on the tests that have been carried out, the scatterplot does not form a certain pattern and is evenly distributed so it can be concluded that the data used in the study is free from symptoms of heteroscedasticity.

Simple Linear Regression Analysis

       The next data processing is a simple linear regression test which is carried out using the help of the SPSS 22 program, which in the calculation obtained the following results:

Table 3. Simple Linear Regression Results

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.076	1.436		2.142	.036
	Hanasui TikTok Content (X1)	.274	.054	.556	5.046	.000

Dependent Variable: Brand awareness (Y1)

Source: SPSS Statistic data, processed 2023

Table 4. Simple Linear Regression Results

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.063	1.527		1.351	.182
	Hanasui TikTok Content (X1)	.461	.058	.727	7.990	.000

Dependent Variable: Purchase interest (Y2)

Source: SPSS Statistic data, processed 2023

T Test

       It is known that the Sig. value for the effect of X on Y1 (Brand awareness) is 0.000 <0.05 and the t value is 5.046> t table 1.672 so it can be concluded that H0 is accepted, which means that there is a simultaneous influence of X on Y1 (brand awareness).

It is known that the Sig. value for the effect of X on Y2 (purchase interest) is 0.000 <0.05 and the t value is 7.990> t table 1.672 so it can be concluded that H1 is accepted, which means that there is a simultaneous influence of X on Y2 (purchase interest).

F Test

Table 5. F Test Results

Model		F	Sig.
1 (Brand Awareness)	Regression	25.459	.000[b]
2 (Purchase interest)	Regression	63.844	.000[b]

Source: SPSS Statistic data, processed 2023

Based on the output above, it is known that the significance value for the simultaneous influence of X on Y1, namely (brand awareness) is 0.000 <0.05 and the calculated F value is 25,459> F table 4.01 so it can be concluded that H0 is accepted, which means that there is a simultaneous influence of X on Y (brand awareness).

Then it can be seen that the significance value for the simultaneous influence of X on Y2 (Purchase interest) is 0.000 <0.05 and the value of F count 63.844> F table 4.01 so it can be concluded that H1 is accepted, which means that there is a simultaneous influence of X on Y (Purchase interest).

Analysis of the Coefficient of Determination (R^2)

Table 6. Simple Linear Regression Results

Model Summary			
Model	R	R Square	Adjusted R Square
101	.556[a]	.309	.297

a. Dependent Variabel : Brade awareness (Y1)

Source: SPSS Statistic data, processed 2023

The test results show the magnitude of the correlation coefficient (R), the coefficient of determination (R Square), and the adjusted coefficient of determination (Adjusted R Square). Based on the summary model table above, it is obtained that the correlation coefficient (R) value is 0.556. This shows that the TikTok Hanasui video content variable on brand awareness has a strong relationship. The results in the table above also show that the coefficient of determination (R Square) is 0.309 and the adjusted coefficient of determination (Adjusted R Square) is 0.297. This means that 30.9% of the variation in brand awareness can be explained by the variation in the TikTok Hanasui video content variable. While the rest (100% - 30.9% = 69.1%) is explained by other factors outside the regression model.

Table 7. Simple Linear Regression Results

Model Summary			
Model	R	R Square	Adjusted R Square
1	.727[a]	.528	.520

a. Dependent Variabel : Purchase interest (Y2)

Source: SPSS Statistic data, processed 2023

The test results show the magnitude of the correlation coefficient (R), the coefficient of determination (R Square), and the adjusted coefficient of determination (Adjusted R Square). Based on the summary model table above, it is obtained that the correlation coefficient (R) value is 0.727. This shows that the TikTok Hanasui video content variable on buying interest has a strong relationship. The results in the table above also show that the coefficient of determination (R Square) is 0.528 and the adjusted coefficient of determination (Adjusted R Square) is 0.520. This means that 52.8% of the variation in brand awareness can be explained by the variation in the TikTok Hanasui video content variable. While the rest (100% - 52.8% = 47.2%) is explained by other factors outside the regression model.

Discussion

The discussion of the results of data processing that has been carried out by the researcher above is that there is an effect of TikTok Hanasui Official video content simultaneously on brand awareness of Hanasui products. Based on the results of the questionnaires that have been distributed, the most viewed Tik Tok video content is product review content. There is a positive and significant effect of TikTok social media marketing on the variable brand awareness of Hanasui products (Azizah et al, 2021). Furthermore, it was found that the TikTok social media marketing variable also has a positive and significant influence on the purchase intention variable for Hanasui products. There is a positive and significant effect of TikTok social media marketing on the purchase intention variable for Hanasui products (Murjiati, 2021).

CONCLUSION

This study was conducted with the aim of testing two hypotheses related to the impact of Tiktok Hanasui Official video content on brand awareness and purchase intention of Hanasui products. The results showed that based on Simple Linear Regression analysis, both research hypotheses can be accepted. This means that there is a directly proportional relationship between Tiktok Hanasui Official video content and the two variables, namely brand awareness and purchase intention of Hanasui products. The video content has a positive and significant influence on these two variables. In the context of suggestions, it is recommended that the Tiktok

Hanasui Official account regularly upload content every day to increase public knowledge about Hanasui products, which is expected to increase brand awareness. In addition, improving the quality of content is also proposed to Hanasui in order to attract more consumers to buy products. The implications of this study highlight the significant role of Tiktok Hanasui Official video content in influencing brand awareness and consumer buying interest in Hanasui products. Therefore, marketing strategies through the Tiktok platform can be considered effective for increasing product popularity and purchase intention. Thus, this conclusion comprehensively illustrates that the research achieved its objectives, provided relevant results, provided practical advice, and highlighted strategic implications in the context of marketing Hanasui products.

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