



# Digital campaign implementation through tiktok as a strategy to increase brand awareness on the @radiokardopa.kdigi Account

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## ABSTRACT

This study aims to find out how companies implement digital campaign strategies to increase brand awareness. The research method used by the author in this article is qualitative with a descriptive case study approach that takes the Tiktok account @radiokardopa.kdigi as the object of research. This research was conducted to provide an overview and explanation of a feature of a phenomenon studied. In this article, the phenomenon that occurs is the changing times that make Kardopa 99.4 FM Radio have to follow the trend that continues to grow in order to increase the company's brand awareness through Tiktok as a subject and marketing medium. The implementation that can be used in this strategy is as follows; Interesting and creative content is the key to getting the Tiktok audience's attention, Using relevant hashtags can help content to be found more easily by an audience interested in the topic, and interaction with users is also very important to build a good relationship between the company and the audience. Based on research results, this company is able to increase brand awareness in implementing digital campaign strategies. To find out this, researchers used total engagement data. The results of the data from January to June are; January gained 0.6%, then February 7.54%, April 21%, May 25% and June 28%. Researchers used total engagement data.

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## INTRODUCTION

Radio Kardopa 99.4 FM is a subsidiary of the Kardopa Group. This company is a broadcasting station located in the city of Medan which is located at Jl. Iskandar Muda No. 117A, Sei Sikambing D, Kec. Medan Petisah, Medan City, North Sumatra. This broadcasting company began its career as a venue for channeling the musical hobbies of young people in Medan City, then Radio Kardopa was born on March 3, 1973. At that time, radio was only used as a venue for channeling musical talent for young people in Medan City and was still managed independently. amateur. As the world of

broadcasting grew, Radio Kardopa grew, which gradually turned into commercial radio. Realizing this, the management is also trying to fix a radio institution that is more professional and can be used to make money through advertising broadcasts.

During its 50 years of success, Kardopa radio has become an unforgettable historical part of the world of broadcasting and young people in Medan City and even throughout North Sumatra Province. Radio Kardopa 99.4 FM continues to do its best for character building by maintaining the culture that exists in North Sumatra, the identity of the nation's children, healthy entertainment and of course educating the nation's children through the information they broadcast every day. This radio chooses the lower middle class segment to the lower middle class segment. They chose this segment not without reason, this was chosen so that Radio Kardopa 99.4 FM could continue to increase its listeners from year to year.

Radio Kardopa 99.4 FM has the slogan "Dare to be Different". Shows that this radio can continue to exist with ever-growing efficiency, creativity, and innovation. This institution has specific aims and objectives, namely providing valid information without having to use sensations, maintaining culture, and providing entertainment that is able to develop the country's potential, both in terms of a just, prosperous and prosperous society, as well as being a business medium for advertisers, as well as media radio that prioritizes local interests in pouring full optimization.

Radio Kardopa 99.4 FM has a target to increase its company's license and increase its young listeners, namely Millennials and Gen Z. This is a challenge for them to continue to be successful over time and of course to be able to establish cooperation in various existing fields such as government agencies and companies private local. However, they cannot only focus on the traditional system, namely radio frequency, because those who listen to this traditional system are the elderly aged 35-70 years. Because after all the productive age is being held by Millennials and Gen Z.

In achieving this target, this company must be able to keep up with developments that are being used by Millennials and Gen Z. The way for them to be able to continue to survive in this digitalization era is to use social media such as Facebook, Youtube, Instagram and Tiktok. Social media is very practical to use in various ways, one of which is marketing. In the past, someone had to promote their business by printing flyers, putting up posters, distributing business cards, placing advertisements in newspapers, and so on. But all of that is considered outdated, because even having a cellphone can promote a business. In this article, the author headlines Tiktok as a research subject. Because, this research is in accordance with the author's work at Radio Kardopa 99.4 as an Internship content creator starting from 16 January to 14 June 2023.

Currently, the volume of downloads and users of Tiktok is growing exponentially. According to official Tiktok data, Tiktok is already available for download in 39 languages in more than 150 countries around the world (Jaippong, 2023). In addition, Tiktok is the application that is most loved by young people today. This can be seen from the Business of Apps report, Tiktok users in the world are 35% for the age group 20-29 years, then users aged 10-19 years are 28% (Dihni, 2022). And for Indonesia itself, based on We Are Social data, Tiktok users have reached 1.05 billion in January 2023 (Rizaty, 2022).

Therefore this company utilizes Tiktok social media as a means of implementing digital campaigns to increase brand awareness. Because the reach of the audience on the platform is quite wide and according to their target, namely Millennials and Gen Z. TikTok, as a popular social media platform, offers opportunities for companies to promote their products and increase brand awareness. Several previous studies have proven that Tiktok is able to increase brand awareness and sales, if a digital campaign is carried out it can provide good information and messages (Novalia et al., 2021). So this radio broadcasting station created an account @radiokardopa.kdigi on January 27 2023. The goal is to introduce their brand to a wider audience and to be able to keep up with the times and their target market. The company uses content creators who act as public relations in the content that will be published on the platform (Shabrina et al., 2023).

Previous research used the Google Form as an online survey with a target age of 25-40 years. This research aims to determine the effect of brand awareness and brand recall on the purchase intention of the millennial generation who watch digital campaigns on this platform. In the article it is explained that the digital campaign strategy on brand awareness can have a significant influence but not on brand recall (Gesmundo et al., 2022). However, in this study, the author goes deeper into how the implementation of a digital campaign strategy is to increase brand awareness by companies. Where the company explains the need to use popular music, filters and effects that match video material, relevant hashtags, and interaction with the Tiktok audience.

Digital campaigns is a strategy that is still effectively used by product and service companies in building brand awareness and brand engagement in Indonesia (Masitha & Eka Bonita, 2019). Brand awareness explained by Mohd. Uzair and Dr. Rajesh Singh that brand awareness is a moment when customers have close and in-depth knowledge about how the ability to repurchase and recognize a brand, but more details about how their customers are able to recognize brand logos, symbols and several other things related to brands (Hidayatullah & Pasaribu, 2021).

The author conducted research for 6 months starting from January 16 to June 14 at Radio Kardopa 99.4 FM as the author's internship. This research uses a qualitative method with a descriptive case study approach which aims to further explore the digital campaign strategies used by companies to increase brand awareness of their brands.

This research is expected to provide benefits and insights in implementing digital campaigns to increase brand awareness of company brands.

According to Shafira (2020), social media is a platform or also called suggestion that is used by modern society to search for or share information in the form of images, text, video and audio. (Santoso et al., 2022). Social media itself is used so that someone can interact with other people without having to meet that person (Montang et all, 2019).

In its development, social media has become an important part of people's daily lives. Social media has various benefits, such as expanding social networks, accelerating communication, and facilitating access to information (Infante & Mardikaningsih, 2022). However, social media also has negative impacts, such as addiction, spreading false information, and cyberbullying (Purniasih, 2023). So, it is hoped that users of social media networks can position themselves well.

In a business context, social media is also an important part of marketing strategy. Social media allows businesses to expand reach and increase brand awareness. In this research, the author explores the implementation of digital campaigns through Tiktok as a strategy to increase brand awareness on the @radiokardopa.kdigi account. Tiktok is a popular social media platform with more than 1 billion monthly active users worldwide.

Digital campaign is a digital-based marketing strategy used to promote products or services online. According to Kritianingrum (2019), explains that digital campaigns are basically delivering messages from the sender to the public (Santoso et al., 2022). Digital campaigns consist of various elements such as SEO, social media marketing, content marketing, email marketing and so on. The goal is to increase brand awareness, attract listeners and potential customers, and increase sales or conversions (Putri & Fithrah, 2018). Digital campaigns are part of digital marketing, which is one of the new trends in marketing that must be studied and mastered by the company's team so as not to lose out in competition. Digital campaigns can be carried out through various digital platforms such as social media, websites, email, and so on. In a digital campaign, interesting and relevant content is very important to attract user attention and increase engagement. In addition, using relevant hashtags and interacting with users can also help increase user visibility and engagement (Reynolds et al., 2021).

In a business context, digital campaigns can help increase brand awareness and promotion. Digital campaigns are carried out by creating interesting content, using relevant hashtags, and increasing interaction with users. Digital campaigns can also be carried out by collaborating with

influencers or placing advertisements on websites or applications that are relevant to the company's products or services (Fitriani et al., 2023).

Brand awareness or brand awareness is a person's ability to recognize or remember brands in certain categories in sufficient detail to make purchases or use these products or services (Wahyudiputra & Setiawati, 2023). According to Kotler and Keller, brand awareness is an ability to identify brands in certain categories, in detail in making purchases or using these products or services (Fadjar Wibowo et al., 2018). Brand awareness is an important element in marketing strategy because having high brand awareness will help increase sales and customer loyalty to a brand or product in the eyes of consumers, as well as assist in consumer decision making (Santoso et al., 2022).

Brand awareness can be increased through various marketing strategies, including digital campaigns (Dumitriu et al., 2019). One of the digital platforms that can be used to increase brand awareness is Tiktok. Tiktok allows brands to reach millions of people who did not know the brand before. Tiktok also provides a greater opportunity to increase brand awareness among people without prior information about the products or services offered by the brand.

Brand awareness can be increased through various marketing strategies, including digital campaigns (Markides et al., 2020). One of the digital platforms that can be used to increase brand awareness is Tiktok. Tiktok allows brands to reach millions of people who did not know the brand before. Tiktok also provides a greater opportunity to increase brand awareness among people without prior information about the products or services offered by the brand.

## RESEARCH METHOD

This research was conducted at the author's apprenticeship, namely Radio Kardopa 99.4 FM, Kardopa Digital division as a content creator whose address is Jl. Iskandar Muda No. 117A, Sei Sikambing D, Kec. Medan Petisah, Medan City, North Sumatra. This research was conducted for 6 months starting from January 16 to June 14, 2023. In this study the author used qualitative research to find out the increase in brand awareness in implementing digital campaigns on the Tiktok account @radiokardopa.kdigi.

Qualitative research according to David and William (1995) is carried out with a natural background and methods by people who have a concern for nature. The natural setting is intended to understand and interpret phenomena that occur in certain contexts by involving various existing methods (Alaslan, 2021).

This type of research approach used by the author is descriptive. Descriptive research approach is a method used to describe and analyze certain characteristics or phenomena in a population or sample in detail and in detail (Kim et al., 2017). This research was conducted to provide an overview and explanation of a feature of a phenomenon studied. In this article, the phenomenon that occurs is the changing times that make Kardopa 99.4 FM Radio have to follow the trend that continues to grow in order to increase the company's brand awareness with Tiktok as the subject and marketing medium.

In this study, several data collection instruments were used, namely participatory observation techniques and unstructured interviews. As for the participatory observation, the author carried it out completely by following all the activities carried out, this is so that the author can understand what the company is doing to increase brand awareness during the digital campaign strategy activities being carried out. Meanwhile, unstructured interviews are used to find out the target audience that the company wants when using the platform, and even to find out who the listeners are when using their radio broadcasts, both frequency and website. In order to obtain accurate information, the author interviewed informants who hold statistical data on frequency and website listeners, namely the Operational Director of Radio Kardopa 99.4 FM and the broadcasters of the radio station.

The research method used by researchers is a case study by taking the Tiktok account @radiokardopa.kdigi as the object of research and data collection. And this research focuses on how the company implements digital campaigns to increase brand awareness on the @radiokardopa.99.4 FM account.

## RESULTS AND DISCUSSIONS

### Research Site Description

The company creates an account @radiokardopa.kdigi starting on January 27, 2023. The reason for Radio Kardopa 99.4 FM creating this account is to introduce their brand to a wider audience and to be able to keep up with the times and their target market. To implement this strategy, the company uses content creators who act as public relations between Radio Kardopa 99.4 FM and the audience and the medium used is Tiktok. This can help companies build brand awareness and their selling points so that they can attract a large audience (Shabrina et al., 2023). After the authors analyze their content, use niche education, while simultaneously promoting content pillars. It can be concluded that they did this in order to increase engagement and awareness of the brand being fought for.

### Implementation of Digital Campaign Strategy through Tiktok Social Media

Tiktok has a feature that allows users to create creative and interesting short videos. Therefore, Tiktok can be a very effective platform for increasing brand awareness from the @radiokardopa.kdigi account. Here are some strategies that companies use to implement digital campaigns:

#### 1. Create interesting content

Interesting and creative content is the key to getting the attention of Tiktok users. In this study, radio stations explore strategies for creating engaging content. However, when we want to create content on Tiktok, we need to know the types of content that are prohibited on this platform. The types of content that are prohibited are as follows:

- Content containing violence and hatred
- Content containing pornography or obscenity
- Content contains false or misleading information
- Content that violates copyright or trademark
- Content promoting the sale of drugs or weapons

The strategies they use in creating interesting content on Tiktok are, (1) Determining the purpose of the content; This is important so that the audience can find out the content that we

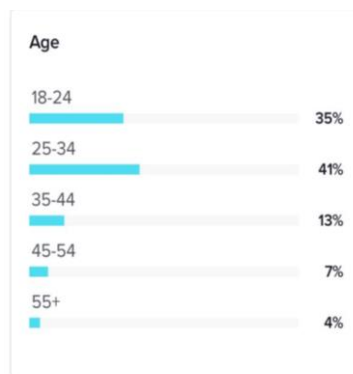


Figure 1. Age followers insight data

Source: Tiktok Creator Tools @radiokardopa.kdigi

Present. (2) Getting to know the audience; It is important to be able to know who our target audience is, because this can make it easier to determine the content to be presented and how to package it according to the target audience. At this point the company is targeting a young to mature audience with a pedigree of 17-55 years. We can see this from the creator tools analysis in the image below:

It seems that their target audience is right on target, as they target Millennials and Gen Z. (3) Determine the type of content; There are various types of content that can be created on Tiktok, such as music videos, challenges or tutorials. The type of content on the @radiokardopa.kgidi account uses niche education in every use of its content. (4) Using attractive visuals; Attractive visuals can make content more interesting and easy for audiences to remember. At this point they use appropriate sound effects, video effects, stickers, and animation. (5) Presenting useful information; Useful content can increase audience trust in the brand and make them more interested in buying the products or services offered. (6) Create unique content; Unique content; Content that is unique and different from others can make brands easier to remember by audiences (Elfira, 2019). On the @radiokardopa.kdigi account, the unique scene is in the closing section. Where at the closing, the author makes a CTA (Call to Action), which gives the audience the breadth to pour out their hearts (anxiety) by contacting the Kardopa Radio WhatsApp number. And divert them to be able to hear the outpouring of feedback on the website [www.kardopafm.co.id](http://www.kardopafm.co.id).

In implementing this strategy, they take several ways, including:

1. Using popular music: Popular music can help with engagement and can capture the attention of an audience and make content more engaging
2. Using filters and effects: Filters and effects can bring content to life and attract audience attention
3. Using hashtags: Relevant hashtags can help content be found more easily by an audience interested in the same topic
4. Using collaboration: collaboration with other Tiktok creators can help increase the reach of content and can expand the reach of the audience (Fitrianingrum & Aruny, 2023). At this point the @radiokardopa.99.4 FM account has collaborated with the Ministry of Tourism and Creative Economy which aims to promote an international event, namely F1H2O.

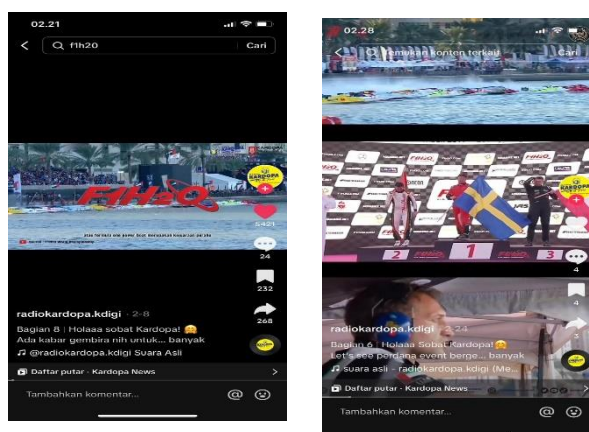


Figure 2. F1H2O content with Kemenparekraf  
Source: Account @radiokardopa.kdigi

## 2. Use of relevant hashtags

It has been explained above that relevant hashtags can help content be more easily searched by an audience who is interested in the topic at hand. Using relevant hashtags can also increase the reach of content and make it more engaging.

At this point, the implementation of the relevant hashtag usage strategy used by this company is as follows:

- Using popular or trending hashtags: Use hashtags that are popular and relevant to the content we create. To find trending hashtags. To be able to find out what the company is currently trending, visit the website directly [www.ads.tiktok.com](http://www.ads.tiktok.com) or [www.trends.google.co.id](http://www.trends.google.co.id). The website can make it easier for them to find trends.
- Create a custom hashtag: Create a custom hashtag for the brand or product offered and use it consistently in every content you create. The @radiokardopa.kdigi account uses the main hashtag, namely #radio #kardopa994fm #yukdengerradio #kardopa994fm.
- Using hashtags that are appropriate to the topic: Use hashtags that are appropriate to the topic or trend that is currently popular on Tiktok (Zulaikha & Khotimah, 2022). In using them, they attach appropriate hashtags to the topic they are discussing.

### 3. Interaction with users

Interaction with Tiktok users is very important to build a good relationship between @radiokardopa.kdigi and the audience. Positive interactions can increase audience trust in brands and make them more interested in using the services offered.

Implementation of strategies to increase interaction with users, they use several methods, including:

- Respond to comments and messages: Responding to comments and messages from audiences can increase engagement and make them feel valued.
- Run contests or challenges: Holding a contest or challenge that engages your audience can increase engagement and make them more interested in buying a product or using a service offered.

### 4. Results

To be able to find out whether Radio Kardopa 99.4 FM can increase brand awareness from implementing a digital campaign strategy can be seen through the audience insight data in the creator tools. However, to be more specific, the researcher uses the total engagement method.

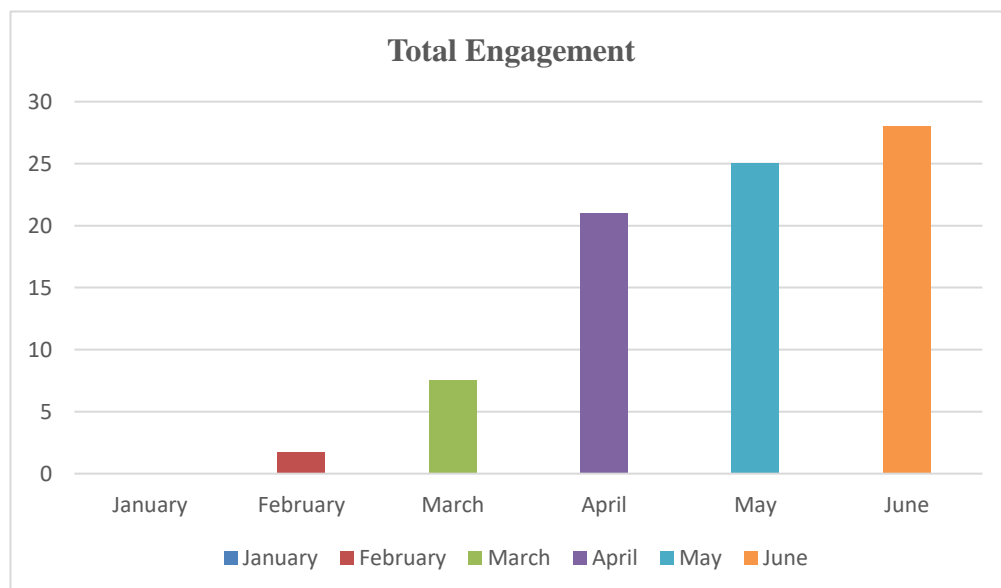


Figure 1. Total Engagement

We can see that January gained 0.6%, then February 7.54%, April 21%, May 25% and June 28%. It can be concluded that the strategy they used was able to increase brand awareness.

## 5. Implications

Based on the results of this research, the following theoretical and practical implications can be stated:

### 1. Theoretical Implications

A digital campaign strategy using the Tiktok platform can be an effective alternative in increasing company brand awareness. The things that must be paid attention to are interesting content, use of relevant hashtags, and interaction with users to achieve the desired goals. This implication can be applied in marketing and communication theory, where companies can utilize the TikTok platform as a means to expand their reach and increase their brand awareness.

### 2. Practical Implications

The results of this research are used as a guide for companies in developing effective digital campaign strategies. It is hoped that through this article other companies can adopt similar strategies to increase their brand awareness. And can optimize the use of social media and achieve marketing goals.

## CONCLUSION

The company created the @radiokardopa.kdigi account starting on January 27 2023. The reason Radio Kardopa 99.4 FM created this account was to increase brand awareness to a wider audience and to be able to continue to follow the current times and their target market. In order to implement this challenge they used a digital campaign strategy.

In implementing this strategy they used Tiktok as a means. What they apply to their digital campaign strategy to increase brand awareness is as follows: a. Create interesting content b. Use of relevant hashtags, and c. Interaction with users.

Based on research results, this company is able to increase brand awareness in implementing digital campaign strategies. To find out this, researchers used total engagement data. The data obtained from January to June are; January gained 0.6%, followed by February 7.54%, April 21%, May 25%, and June 28%. A digital campaign strategy using the Tiktok platform can be an effective alternative in increasing company brand awareness. The things that must be paid attention to are interesting content, use of relevant hashtags, and interaction with users to achieve the desired goals. This implication can be applied in marketing and communication theory, where companies can utilize the TikTok platform as a means to expand their reach and increase their brand awareness. The results of this research are used as a guide for companies in developing effective digital campaign strategies. It is hoped that through this article other companies can adopt similar strategies to increase their brand awareness. And can optimize the use of social media and achieve marketing goals.

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