

IMPLEMENTATION OF CYBER PUBLIC RELATION MEDIA CHARACTER IN BUILDING THE ORIGINOTE BRAND IMAGE ON TIKTOK SOCIAL MEDIA IN 2021

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ABSTRACT

This research focuses on issues within The Originote TikTok account, including algorithm malfunction, lack of involvement from the public relations team in using TikTok, and the inaccuracy of digital implementation from the public relations team to the production team. With the aim of exploring cyber public relations implementation on TikTok and understanding the information delivery methods by The Originote's public relations team, this research employs cyber public relations media character theory and qualitative methods. The research results show a significant increase, with The Originote TikTok account reaching a high level of popularity. These findings are expected to provide practical guidelines for strengthening brand image on TikTok and improving digital implementation practices.

Keywords: Cyber Public Relation, Brand Image, Social Media

INTRODUCTION

Skincare is a series of treatments for facial skin that function to beautify oneself, health and attractiveness. Facial cleansers, sunscreen and moisturizing facial cream have become facial care products that are widely used. Various skin problems such as acne, acne scars, black spots, fine lines on the face can be avoided by using facial care regularly, this can also help overall skin health.

In the current era, taking care of facial skin is part of the lifestyle of various groups, from women to men who are now aware of the importance of taking care of their facial skin. There are even other reasons for people to take care of their skin, namely as a lifestyle trend. Therefore, it can be said that currently facial care is not only a desire for someone, but can also become an obligation, especially for women.

Currently, Indonesia itself has a fairly large population and is encouraged by the public's sense of concern for facial skin care, this is also a big factor in the success of the beauty product industry in Indonesia.

The emergence of the cyber world in the world of telecommunications provides a new realm in modern life. The space in question is the internet, the internet is able to provide facilities for its users to surf in cyberspace without limitations of space or time. If related to the role of public relations, it is as a medium for various means that are able to connect a publicist with the public, both internal and external publics in order to achieve the goals of a company or organization.

Brand image is an assessment of what consumers think and feel when they hear or see the name of a brand. A brand can be defined as a certain image in the consumer's mind, which will later have an impact on consumer attitudes towards the brand (Wijaya, 2011). Brand image appears when consumers provide responses in the form of assessments of a brand, both positive and negative responses.

Currently, social media is a channel that is able to disseminate various information quickly in a matter of seconds, a number of people can access and interact with this media (Mahmudah & Rahayu, 2020). Khasanah, et al (2020) also stated that social media is one of the media on the internet that is most widely used to improve marketing of products and services. In other words, social media can change the nature and speed of a person's interaction regarding health care, including facial skin care.

TikTok is also a type of social media that is currently widely used throughout the world. Indonesia has a record of 106.9 million active users aged 17 years and over as of July 2022 (Kemp, 2022). From this data, it is proven that Indonesia is one of the countries that has a target market for the TikTok application. Of the various types of video content found on the TikTok application, brands with beauty/skincare products are also in the video category with algorithms and fans that have quite high graphics.

Currently, The Originote has become one of the skincare brands that has gone viral on social media, especially TikTok, by receiving various positive responses from consumers after using this product.

Product sales transactions have a record of very positive results starting from social media to various marketplaces in Indonesia. Thanks to various positive responses given by the public, one of the best selling products from The Originote won the Brand Choice Award 2023, this award was given by INFOBRAND.ID and in collaboration with TRANS CO Indonesia as a research institution.

Based on pre-research, the researcher is interested in examining how the planning and implementation of the public relations team builds The Originote brand image through one of the largest platforms, namely TikTok. As a brand that has many consumers with a high level of trust and has received various awards, The Originote brand certainly has its own way of building its brand image to where it is today.

This research is applied using the constructivism paradigm by assessing a social reality as a result of construction or the result of one's own thinking. So with this the researcher uses descriptive qualitative as a research method with the aim of being able to describe social phenomena from things that occur naturally in the field.

The problem identification in this research is (1) The Originote TikTok account for which the algorithm has not yet been established; (2) The public relations team has never used TikTok media as a communication tool to create a brand image; (3) Inaccurate implementation of digital implementation conveyed by the internal public relations team to the production team in the content creation process.

The focus of this research is (1) This research is only limited to finding out the cyber public relations brand The Originote creates strategies and implementation processes on The Originote TikTok account; and (2) This research was only conducted on the public relations team and the TikTok team who carry out their functions in the TikTok media.

The aims and objectives of the research entitled "Implementation of Cyber Public Relations in Building The Originote Brand Image on Social Media" are (1) To find out the implementation of cyber public relations for The Originote brand in building the brand image on TikTok social media; and (2) To find out how The Originote conveys cyber public relations information in building a brand image on TikTok social media.

It is hoped that this research will be useful for (1) bringing insight into the implementation of cyber public relations used by a company or institution as an explanation of how to build a brand image and maintain trust and also enrich the research repertoire among researchers; and (2) can be used as information regarding the implementation of cyber public relations in building brand image. Then it can be used as input for The Originote brand in implementing the role of public relations in building brand image on social media and maintaining consumer trust.

METHODS

This research refers to the Constructivism Paradigm, the aim is to understand and be able to reshape the various constructions that are being undertaken (Salim, 2006, p. 75). Methodologically, this school applies the hermeneutic method or the study of understanding by interpreting dialectical actions towards the process of truth. The first process is carried out by identifying the truth or constructing people's opinions. The second process, comparing and crossing individual opinions obtained from the previous process in order to obtain a mutually agreed consensus of truth.

The approach in this research is that the researcher uses a qualitative approach that is a case study, meaning that this research will carry out an in-depth exploration of the implementation and strategies carried out by public relations for The Originote brand on social media, especially on TikTok. Salim (2006, p. 118) explains that case studies are a qualitative strategy or method that emerged during the golden age of qualitative research, with specific characteristics on a local and specific scale. The purpose of case studies is to increase knowledge of temporary communication events that have real characteristics in their context.

In this research, researchers used data analysis techniques using data reduction, data presentation and drawing conclusions. The purpose of carrying out these processes is so that data analysis can be used to have a source of data that has been collected and then be able to produce solutions and solutions in solving research problems.

To test the validity of the data in this study, researchers used triangulation techniques. Triangulation itself can be interpreted as the process of checking data taken from various sources in various ways and at various times (Sugiyono, 2019, p. 273). Triangulation of course requires sources who act as supporters of the validity of the data when carrying out qualitative techniques, in this research they are public relations from The Originote brand and the internal team of The Originote brand. Later, each source will provide different results and the researcher will draw an outline according to the focus of the research to be studied.

RESULTS AND DISCUSSION

For the first resource person, the researcher conducted an interview using the 4 stages of public relations as a concept that will look at the process of The Originote brand public relations team in building a brand image on the TikTok platform. Consists of Fact Findings, Planning & Programming, Communicating, and Evaluating the Program. Based on the results of research on the first source, it has been found that The Originote has succeeded in implementing this concept well, as evidenced by the current followers of The Originote account on TikTok social media which is 1.9 million with an average of 20,000 viewers on each video, apart from that, The Originote account Originote also has a blue tick. The blue tick on a brand account symbolizes trust in social media and it is not easy to get the blue tick. This proves that the results of the planning of The Originote's public relations and social media team were very successful.

For the second, third and fourth sources, researchers conducted interviews using the 7C's concept, namely Credibility, Context, Content, Clarity, Continuity & Consistency, Channel and Capability of Audience.

Based on the results of research on the second and third sources, as Social Media Specialists and Content Creators of TikTok Ads, it was found that The Originote's public relations team adjusted to the implementation and analysis that had been carried out previously, The Originote built its image with points that were useful for its target market, apart from that The Originote also tries to make its products appear to have comparable benefits to other, more

expensive skincare but the results are less than optimal. The Originote also analyzes the content that is currently popular on social media and then provides a link to its products, the content that is currently This trend will be grouped according to The Originote's target market so that the message is conveyed according to the target. Apart from that, The Originote is always consistent in creating content that is easy to understand in accordance with previous implementations, and it can be said that The Originote currently has many new implementations for always surviving and developing, The Originote team has had a big impact from its social media on TikTok. The development of The Originote to date is releasing various new products and slowly expanding the target market, such as starting to release facial care products needed for people 20 years and over.

Based on the results of research on the fourth resource person, as one of the users of The Originote products, it was found that the The Originote brand was successful in expanding its target market, because the product recommendations made by the fourth resource person were through direct communication and not via TikTok, and the objectives of The Originote had been carried out in accordance with good and correct way, this also answers the implementation of the content conveyed in The Originote message packaging, researchers can see the validation of the content adjusted by the implementation in the previous interview, the implementation carried out by the The Originote brand is carried out with message packaging that seems relaxed and interesting and suitable for the target market, it can be said that the content packaging or communication process carried out by The Originote social media team is easy to understand but there is a lack of consistency in conveying each product benefit.

In this research, after conducting interviews, observations and collecting secondary data, the results were linked to the research objectives, concepts and theories from the framework of thought. The Originote's communication process on TikTok social media is running well by implementing strategies that involve group collaboration, especially between Social Media Specialists and The Originote TikTok Content Creators. Trendy and clear content has succeeded in capturing the public's attention, especially TikTok users. The Originote also expands the brand image through participation in offline beauty events such as Jakarta x Beauty.

Despite its success, The Originote's TikTok account faced challenges in focusing content on newer products, making it difficult for followers to find educational content on older products. Solutions are presented through intensive discussions with the team and directing followers to ask questions directly to The Originote admin. The research results show that The Originote strategy fulfills the concept of the 4 Stages of PR and 7C's, providing a positive impact on building brand image on TikTok social media.

Comparison with previous research shows the success of The Originote in implementing cyber public relations optimally, differentiating it from previous research objects. The originality and contemporary nature of this research can be seen in its holistic approach, innovative concept, and response to the dynamics of the times. Overall this research provides a relevant and useful contribution to the understanding of cyber public relations practices in the social media era.

CONCLUSIONS

Based on the analysis of funds and the findings that the researcher obtained, the researcher concluded the following points:

1. The Originote Public Relations implements communication with TikTok social media and classifies each weight of information to be conveyed, then the TikTok Creator Content team adjusts the message packaging based on TikTok trends and adapts it to target market trends ranging from 14 years to 18 years old. So with this,

the information conveyed by The Originote team via TikTok social media was well received and able to reach the target market.

2. The implementation of The Originote Cyber Public Relations can be considered quite optimal, because information management is very structured and the communication carried out by The Originote TikTok account is very interactive so that it can expand the brand image building process on TikTok social media or can be said to have succeeded in touching many parties.
3. The obstacle encountered by The Originote team during the strategy implementation process in building a brand image on The Originote TikTok account was the lack of optimal delivery of information on old products and more focus on products that had just been launched. This obstacle was overcome by The Originote team by directing The Originote followers to the admin for further questions regarding product information and use. In this way, The Originote overcomes this and strengthens its good image by providing the best service and discussing intimately with followers of The Originote's TikTok account.

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