UTILIZATION OF THE @redbullindo ACCOUNT IN FORMING THE RED BULL INDONESIA BRAND IMAGE ON TIKTOK SOCIAL MEDIA

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Abstract

The goal of the study is to examine how Red Bull Indonesia shaped its brand image by using the @redbullindo account on the TikTok social media platform. Understanding the tactics utilized by marketers to take advantage of TikTok is crucial given its rapid rise as a potential social media platform for brand connection.

The cornerstone of a brand strategy for exploiting TikTok as a platform that enables direct user contact is social media marketing. Understanding the degree to which consumers are familiar with a brand through the supplied material involves brand awareness. The user's comprehension of the brand's values and traits as they are portrayed in TikTok content is connected to brand equity. Understanding a brand's image may help businesses better communicate with TikTok consumers.

The research method used was qualitative with a descriptive approach by combining @redbullindo account content observations on TikTok, interviews with the Red Bull Indonesia marketing team, and content analysis uploaded.

The findings showed that Red Bull Indonesia was effective in creating a strong and favorable brand image through the utilization of the @redbullindo account. The adventurous attitude and energetic lifestyle that define the Red Bull brand are successfully reflected in the brand identity created through creative and interactive content.

The @redbullindo account's TikTok exploitation approach for Red Bull Indonesia has been successful in creating a solid and relevant brand image among platform users. This research emphasizes the usefulness of social media in creating a brand image that is consistent with brand values. The capacity to adapt to trends and make use of platforms like TikTok is essential for success in establishing and enhancing the brand's reputation in today's more connected and digital marketing environment.

Keywords:

Social Media, Brand Image, TikTok Account

INTRODUCTION

The digital age has ushered in a transformative era in marketing and brand management, where the power of social media platforms cannot be underestimated. In this context, this research embarks on an exploration of how Red Bull Indonesia strategically leverages its @redbullindo TikTok account to sculpt and mold its brand image. TikTok, with its explosive growth, emerges as a social media powerhouse brimming with potential for brand interaction, underscoring the critical importance of unraveling the strategies employed by brands to harness its capabilities.

At the heart of this endeavor lies social media marketing, serving as the bedrock of brand strategies in harnessing TikTok as a platform that facilitates direct engagement with users. Brand awareness plays a pivotal role, acting as the litmus test for the extent to which users are acquainted with a brand through the content it disseminates. Brand equity, on the other hand, is deeply intertwined with users' comprehension of a brand's core values and attributes, as reflected in TikTok content. The concept of brand image helps unravel how a brand aspires to be perceived through the lens of TikTok users.

The research methodology embraced for this study is qualitative, employing a descriptive approach that seamlessly combines the observation of content posted by the @redbullindo account on TikTok, interviews conducted with the marketing team at Red Bull Indonesia, and a meticulous content analysis of the materials shared.

The findings of this research divulge that Red Bull Indonesia has masterfully harnessed its @redbullindo TikTok account to forge a robust and favorable brand image. The creative and interactive nature of the content has effectively birthed an identity for the brand, one that vividly mirrors the spirit of adventure and active lifestyles, quintessential to the Red Bull brand ethos.

The strategies employed in harnessing the @redbullindo account on TikTok by Red Bull Indonesia have successfully culminated in the construction of a potent and relevant brand image within the TikTok user community. This research underscores the pivotal role of social media platforms in framing a brand's image in harmony with its core values. In a marketing landscape that grows ever more connected and digitally focused, the capacity to respond to trends and effectively capitalize on platforms like TikTok emerges as the linchpin to triumph in the ongoing quest to build and fortify a brand's image.

Based on the main problems found, the researcher identified several problems that became the focus of this research, as follow:

1. How TikTok users perceive the Red Bull Indonesia brand

2. How the effectiveness of @redbullindo's content in shaping the brand's image

as our guiding beacons, we delve deeper into understanding the multifaceted relationship between branding and social media in the digital age

LITERATURE REVIEW

Social Media

According to Nasrullah (2016), social media is a digital platform that enables users to interact, share content, and participate in online activities. Social media encompasses various platforms such as Facebook, Twitter, Instagram, and TikTok. The presence of social media has transformed the communication landscape, allowing individuals and brands to connect directly with their audience.

TikTok

In the view of Dewa and Safitri (2020), TikTok is a social media platform that prioritizes creative and interactive short video content. TikTok has become a global phenomenon with rapid user growth, especially among the younger generation. The platform provides a unique opportunity for users to participate in trends, challenges, and unique content.

Brand

Kapferer's brand concept emphasizes the brand as a multidimensional entity that resides in consumers' minds. It encompasses various facets beyond functional attributes, including emotional connections and symbolism. Tjiptono (2016) extends this concept by defining brand image as the overall perception, beliefs, and associations that consumers hold about a brand. On the other hand, Kotler and Keller (2006) introduce the concept of brand equity, encompassing brand awareness, brand associations, perceived quality, and brand loyalty. Brand equity reflects the value and influence a brand wields in the market.

Social Media Marketing

Kim and Ko (2012) emphasize the pivotal role of social media marketing in contemporary marketing strategies. They highlight that social media marketing goes beyond traditional promotional methods, focusing on engagement, dialogue, and relationships with customers. The effectiveness of social media marketing is evaluated through metrics like user engagement, increased brand visibility, and conversion rates.

RESEARCH METHODS

This study adopts a qualitative descriptive research approach, which is well-suited for exploring and understanding complex phenomena, such as the utilization of the @redbullindo TikTok account for brand image formation. Qualitative research is concerned with generating in-depth insights, capturing nuances, and providing a holistic understanding of the research topic.

Subject of the Study:

According to J. Supranto (1997:9), the subjects of this research are the Marketing Manager, Media Network Manager, and Brand Manager of Red Bull Indonesia.

Research Design:

The research design for this study follows Creswell's (2008) qualitative descriptive research approach. This design is chosen for its suitability in providing a detailed and holistic understanding of the utilization of the @redbullindo TikTok account for brand image formation.

Types of Data:

Data in this study consist of both primary and secondary data, as defined by Sugiyono (2017). Primary data are collected directly from the research subjects through interviews, while secondary data are obtained from existing sources such as documents and records.

Data Collection Techniques:

1. Interviews: In-depth interviews are conducted with the Marketing Manager, Media Network Manager, and Brand Manager. These interviews aim to gather insights into their perspectives, strategies, and experiences regarding the @redbullindo TikTok account and its role in shaping the brand image.
2. Observation: The research involves the observation of content on the @redbullindo TikTok account. This includes the examination of videos, captions, comments, and user interactions to understand the types of content shared and its impact on brand image.
3. Documentation: Existing documents and records related to Red Bull Indonesia's TikTok activities, such as marketing plans, social media strategies, and content calendars, are collected and analyzed.

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Data Analysis Technique:

Data analysis, following Sugiyono (2018), will involve several steps:

1. Data Reduction: This step involves the organization and summarization of the collected data.
2. Data Display: Data will be presented in an organized manner, such as through tables, narratives, or visual aids.
3. Drawing Conclusions: Based on the data, conclusions will be drawn regarding how the @redbullindo TikTok account contributes to brand image formation.
4. Verification: The research findings will be verified through member checks, where participants review the research findings to ensure their accuracy and validity.

RESULTS AND DISCUSSION

The results and discussion section presents key findings and their interpretation from the study on how Red Bull Indonesia leverages the @redbullindo TikTok account for brand image formation.

User Perceptions of Red Bull Indonesia's Brand Image on TikTok:

The study delved into user perceptions of Red Bull Indonesia's brand image on TikTok. The findings reveal that users have a well-formed perception of the brand as extreme, out-of-the-box, sporty, and adventurous. This perception is evident in the comments and interactions of the TikTok audience on the @redbullindo page. The user perception of Red Bull is also influenced by their personal experiences with the product. When the content on TikTok aligns with users' actual experiences and the benefits they derive from consuming the product, it tends to result in a more positive perception.

The study underscores the role of TikTok's content-driven approach in shaping brand perceptions. Users on this platform are actively engaged in creating, sharing, and interacting with content. Therefore, the content that Red Bull Indonesia shares on TikTok has a profound impact on how users perceive the brand. When the content resonates with users' real-life experiences and aligns with the brand's core identity, it contributes to the formation of a positive brand image.

Effectiveness of @redbullindo Content in Shaping Brand Image:

The research also explored the effectiveness of @redbullindo's content in shaping the brand image. The results indicate that leveraging social media marketing has been instrumental in expanding Red Bull's reach among its target audience on TikTok. This was achieved by harnessing the power of key opinion leaders (KOLs) associated with Red Bull Indonesia and the participation of Red Bull's sponsored athletes. These individuals have significantly boosted

engagement metrics, such as comments, views, and likes.

The presence and involvement of KOLs and athletes on TikTok have acted as catalysts for enhancing the brand's image. Their contributions have not only attracted attention but have also reinforced the brand's association with extreme sports and adventure. This strategy has proven effective in amplifying the brand's image and increasing its relevance among TikTok users.

In summary, the study illustrates that user perceptions of Red Bull Indonesia's brand image on TikTok are consistent with the brand's established identity. Furthermore, the study highlights the effectiveness of @redbullindo's content in shaping this image, emphasizing the pivotal role of social media marketing and the engagement of key influencers, including Red Bull's sponsored athletes. This underscores the significance of influencer marketing and relatable content in brand image formation and enhancement on TikTok

CONCLUSIONS

This study has illuminated crucial insights into the influence of TikTok on shaping the brand image of Red Bull Indonesia. The research findings indicate that TikTok users in Indonesia generally harbor a positive perception of the Red Bull Indonesia brand. They recognize Red Bull as a brand that champions an active, dynamic, and spirited lifestyle.

The brand image of Red Bull, as forged on TikTok, closely resonates with the brand's core messaging. Users perceive that the content disseminated by the @redbullindo account adeptly embodies the essence of the brand's message. The efficacy of the content shared by @redbullindo in not only crafting but also sustaining a positive brand image for Red Bull Indonesia, particularly with the involvement of Red Bull Indonesia's own athletes, is unequivocal. This content has effectively fostered user engagement and fortified the pre-existing brand image.

TikTok users exhibit a favorable response to interactions with the @redbullindo account, generating a positive user experience and fortifying the bond between the brand and its consumers—a pivotal element in the realm of social media marketing. TikTok has undeniably proven to be a strategic platform for the construction and enhancement of the Red Bull brand image in Indonesia. Creativity in content, user involvement, and consistency in conveying the brand's message emerge as fundamental factors in garnering attention and underpinning Red Bull Indonesia's success in crafting its brand image.

In conclusion, this research underscores the significance of TikTok as a potent tool for molding brand perceptions and reinforcing brand image. It underscores the importance of resonating

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with users, effectively conveying brand messages, and nurturing robust user-brand relationships within the context of social media marketing. The findings affirm that Red Bull Indonesia has adeptly harnessed TikTok's potential to create and perpetuate a positive brand image that seamlessly aligns with the brand's identity and resonates with its target audience.

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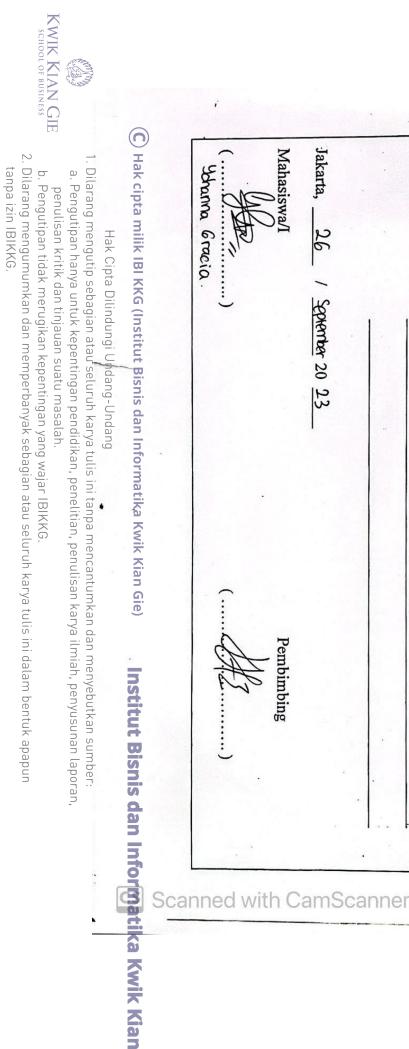
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PERSETUJUAN RESUME
KARYA AKHIR MAHASISWA

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Mahasiswa/I

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Pembimbing

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