



Key Opinion Leader (KOL) Approach to Deliver TikTok FMCG (Fast Moving Consumer Goods) Campaign Using SSAV Model: A Perspective from Advertising Industry

Hardika Widi Satria¹, Naldo² and Fauzan Ramdhani³

^{1,2}Creative Advertising Study Program Program Pendidikan Vokasi Universitas Indonesia, Depok 16424

³Famous Allstars, Jalan Sisingamangaraja Nomor 12, Jakarta Selatan 12120

Corresponding author: hardika.satria@ui.ac.id ,
naldol19@ui.ac.id , fauzan.r@fas.id

Abstract. FMCG (Fast Moving Consumer Goods) industry has a rapid pace in term of acquaint its new product through a digital campaign engage with social media like TikTok. Pantene in 2021 launched Miracle Hair Supplement and Hair Mask as new line product. The SSAV (Seeding, Sharing, Amplifying, Validating) model is used to attract the attention of the audience as well as the use of KOL from various levels of kind according to the number of followers from mega KOL up to nano KOL. This research was conducted based on observational research within perspective of academician who engaged in advertising industry. The campaign period lasts for four months from January to April 2021. The results of the campaign among others 954 posts, 9,850,403 reach and 769,532 engagements.

Keywords: *Digital Advertising, Key Opinion Leader, Digital Campaign, SSAV Model, TikTok*

1 Introduction

Advertising is a process that is composed of or made from a combination of various components from various fields and is specifically made by practitioners in the advertising world to maintain the uniqueness of each end result (Thorson & Rodgers, 2012). Advertising, in practice, requires media as a means of communicating advertising messages to audiences. Digital media is a medium that is the result of the integration or combination of several aspects of technology that are combined, in other words, computer and information technology, communication networks, and digital information media and messages (Flew, 2008). Social media is part of digital media that can be used as a means of advertising. The development of the internet makes people depend on social media to get the latest information about different habits or behaviors (Putri, 2019). Humans tend to select the information they want to see when using social media in their daily lives. Advertisements then make adjustments to human habits on social media so that they can adapt to the needs and unique problem solving of each audience (Shiratina, Indika, Komariyah, Kania, and Hendriani, 2020). Advertisers can choose to advertise their products

© The Author(s) 2023

D. V. Ferezagia et al. (eds.), *Proceedings of the International Conference on Vocational Education Applied Science and Technology (ICVEAST 2023)*, Advances in Social Science, Education and Humanities Research 783,
https://doi.org/10.2991/978-2-38476-132-6_29

or services in the form of videos, photos, text, or sound. Thus, all types of products or services can be properly advertised in digital media.

Fast Moving Consumer Goods (FMCG) are a type of consumer good with a relatively short shelf life due to the high demand from the public to meet their daily needs. Even though the profit for FMCG products is very small, selling in large quantities makes the accumulative profits obtained very large (Brierly, 2002). Pantene, through Procter & Gamble (P&G), is a product of the FMCG category. Pantene is one of the best-known hair care products in Indonesia. P&G is present in Indonesia with the Pantene brand to offer hair products to Indonesians. Pantene presents a hair supplement and a hair mask to provide new knowledge that hair doesn't only need shampoo; it also needs supplements. Just like skin, it doesn't only need soap but also serum, sunscreen, and so on. P&G is running a digital activation campaign through the Tik Tok platform to maximize sales of Hair Supplement and Hair Mask products, together with advertising agency Famous Allstars (FAS). The campaign was carried out using a message approach strategy through Key Opinion Leaders (KOL) to get the audience interested and eventually buy this product. One of them is the use of a KOL named Keanu Angelo as the main ad star in this campaign. Keanu Angelo is a KOL with a total of 4.9 million followers on his Instagram account and 1.2 million followers on Tik Tok. The choice of the main advertising star Keanu Angelo as the messenger for the Pantene brand is quite surprising considering that generally hair care products choose advertising stars or brand ambassadors from women.

This campaign lasts for one quarter in 2022 (January–April) using 10 KOL Macro, 180 KOL Micro, and 500 KOL Nano. The Pantene Miracles Hair Supplement and Hair Mask campaign uses metrics as a measure of the success or failure of this campaign. The metrics used are the number of posts per month, Reach, and Engagement. The number of posts per month, namely 225 posts, is the main benchmark in determining the success of the campaign. The target reach per month is 1,500,000, while engagement is 150,000. P&G set these metrics with the aim of mastering the use of hashtags on TikTok and increasing brand awareness among the target audience while running digital activation campaigns with FAS. This paper will explore the use of digital advertising campaign strategies in the case study of Pantene Hair Supplement and Hair Mask with the SSAV (Seeding, Sharing, Amplifying, Validating) model used by FAS. Research on marketing communication strategy models, especially in the current digital era, is still lacking in the literature. Of the many advertising agencies, only a few have a marketing communication strategy model. The SSAV model is still rarely used in the context of digital activation campaigns, and this research is expected to be able to broaden and enrich the point of view of marketing communication strategies, especially in the use of social media, and can be adapted by other advertising practitioners.

2 Literature review

2.1 Marketing Communication Strategy

A marketing communication strategy is the design of an activity carried out to support the company's strategy when marketing a product or brand to the target audience through communication. Marketing communication is a tool used by companies to provide information, persuade, and improve consumers purchasing decisions, both directly and indirectly, regarding the products and brands being marketed (Kotler & Keller, 2008). The marketing communications strategy integrates the marketing communications mix. The marketing communication mix, or Marketing Communication mix, consists of five things (Kotler & Armstrong, 2008), namely:

- a) Advertising is a direct selling message to the general public using various approaches in order to sell various kinds of products, services, or ideas that are paid for by the sponsor (Burke, 1985).
- b) Public Relations is a management function that evaluates public attitudes regarding the policies and procedures of individuals or organizations in the public interest and plans and implements action programmes to gain public understanding and acceptance (Scott M. Cutlip & Glen M. Broom, 2005:4). In this case, public relations are a strategy that is planned on an ongoing basis in an effort to build and maintain communication between the brand and the target audience.
- c) Direct marketing is a strategy that can be used by brands to open communication spaces directly with their target audience without using intermediaries. This is done to maintain a good relationship between the brand and the target audience.
- d) Personal selling is a strategy that interacts between the brand and the target audience with the intention of meeting their needs and communicating directly without the use of media.
- e) Sales promotion is a strategy to encourage transactions or sales. In practice, sales promotion does not only offer price discounts; it can also be done in other ways, such as by providing benefits other than price discounts to consumers. Examples of providing benefits other than price discounts are product samples, product trials, in-pack gifts, or valued packaging.

2.2 Advertising Marketing Mix Strategy (SSAV Model)

The SSAV model is a model designed by FAS in this campaign to effectively approach the target audience by focusing on delivering massive messages and validating these messages with the resources they have. The abbreviation of SSAV is seeding, sharing, amplifying, and validating. The first stage is seeding or spreading communication messages through the contents that will be posted by micro KOL. Furthermore, the message will be massively disseminated by nano KOL. After being disseminated massively, nano KOL, namely KOL with a number of followers in the range of 1,000 to 10,000, especially Buzzer & Lifestyle Media, will reinforce the same communication message. The use of nano KOL aims to create a crowd on the TikTok timeline, but it doesn't look like branded content but organic content. Finally, the KOL macro, namely KOL with a number of followers in the range of 10,000 to 100,000, and Beauty Media will be present to provide validation for the communication messages built during that period.

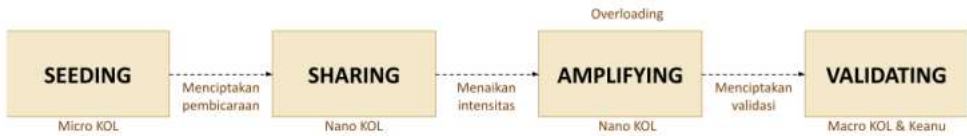


Figure 1. SSAV Model

In this communication model, there are four stages, and the sustainability of each stage is determined by evaluation, not by calendar. Following is a further explanation regarding the use of the SSAV model that is run in the Pantene Miracles Hair Supplement and Hair Mask campaign:

- a) **Seeding:** Sowing communication messages through contents that will be posted by micro KOL. This is because Pantene has just launched a new product that is foreign to the public, so the first thing to do is give a message to the public regarding the existence of this product. The purpose of this stage is not only to see or hear but also to understand the information presented. Be it interesting visuals, audio, or text. This stage is an important start to directing the target audience to enter the next stage. In the Pantene Miracles Hair Supplement and Hair Mask campaign, this stage was carried out by Micro KOL through the use of Keanu Angelo by displaying the Unique Selling Proposition of Miracles Hair Supplement and Hair Mask products in a humorous manner.
- b) **Sharing:** At this stage, the target audience will be shown sharing content from nano KOL regarding their interest in the products displayed in the previous stage. The purpose of this stage is to increase the sense of understanding of the complaint or what is presented to the audience. In the Pantene Miracles Hair Supplement and Hair Mask campaign, this step is carried out using nano KOL.
- c) **Amplifying:** This stage aims to strengthen the message that was conveyed in the previous stage, namely seeding and sharing. In the Pantene Miracles Hair Supplement and Hair Mask campaign, this stage is carried out by overloading educational content by nano KOLs regarding the benefits of Miracles Hair Supplement and Hair Mask products in maintaining healthy hair. Overloading is a technique used by FAS to master the use of hashtags and the first page of TikTok by posting content massively. So, when the audience opens the TikTok application or certain hashtags, they will immediately be exposed to educational content from nano KOLs, namely testimonials or product reviews. Thus, the KOL Nano uses a brief that specifically discusses the USP of the product.
- d) **Validating:** If the audience enters the validating stage, then it indicates that the communication strategy in the previous stages is going well. So that it succeeds in generating the desire of the audience or potential consumers to seek validation for the messages that have been conveyed in the previous stages. At this stage, Keanu Angelo and other KOL macros use their accounts to provide information about the benefits of Miracles Hair Supplement and Hair Mask products for their hair. In

addition, they also provide a call to action in the form of information that these products are available in various supermarkets and minimarkets.

2.3 Media Strategy

The media used for the Pantene Miracles Hair Supplement and Hair Mask campaign is digital media. Digital media is media whose content is in the form of a combination of data, text, sound, and various types of images stored in digital formats and disseminated over networks (Flew, 2008). In particular, the media used for this campaign is social media site TikTok. Social media is a collection of software that allows individuals and communities to gather, share, communicate, and, in certain cases, collaborate or play with each other (Nasrullah, 2015). The objective of the media strategy that Procter & Gamble wants to achieve through FAS is to increase brand awareness of Pantene Miracles Hair Supplement and Hair Mask and obtain sales figures both offline and online. This is done by using Keanu Angelo as an advertisement star, hundreds of KOLs from various levels of followers, a planned posting timeline, and various content briefs. The use of Keanu Angelo as a commercial star is the right decision for Procter & Gamble and FAS. This is due to the militancy of Keanu Angelo's followers; they always enliven what their idol does.

For example, there are two posts on the Pantene Indonesia Instagram account that have significant differences in terms of engagement. The reel post on the right contains Maudy Ayunda as Pantene Indonesia's Brand Ambassador using Pantene Miracles Hair Supplement and Hair Mask products, which managed to get 42 thousand views and ten comments. Meanwhile, the reels on the left containing Keanu Angelo are talking about the same product in an angry way, getting 704 thousand views and 2,616 comments. This is inseparable from the militant audience that Keanu Angelo has. To disseminate messages, FAS uses hundreds of KOLs from the various levels of followers it has. According to Belch (2020: 326), there are three methods of media strategy, namely, continuity, which refers to sustainable marketing communication patterns that can be interpreted every day, every week, or every month. The focus lies on having regular (continuous) patterns develop without gaps or non-advertising periods. The next method is flighting, which uses an upload schedule that is not too regular with ad periods.



Figure 2. KOL Comparison

In some time periods, there are heavier communication expenses, but in other periods, there are no costs. Finally, pulsing: in this strategy, continuity is maintained, but at certain times the intensity is increased. In this campaign, FAS uses a media pulsing strategy to generate brand awareness and increase intensity at certain moments. In practice, the implementation of the media pulsing strategy and the SSAV communication model is carried out by developing influencer mapping. This influencer mapping serves to determine the role of each type of KOL. The use of Nano KOL is expected to provide content that looks like organic content so that the audience seems to see honest testimonials. While the use of KOL macros is expected to provide validation of the messages conveyed by the previous micro and nano KOLs so that the audience is imbued with the belief that the messages are true, in terms of the number of followers, the details are 10 KOL Macro, 180 KOL Micro, and another 500 KOL Nano. KOL Nano has a following range of 1,000 to 10,000 on its account. KOL Micro has a follower range of 10,000 to 100,000, and KOL Macro has a higher range, namely 100,000 to 1,000,000 followers. There are two assessment matrices in the media for this campaign, namely reach and engagement. Reach is a number that shows how many times the content has been seen by the audience. Engagement is the number of audiences involved that can take the form of comments, likes, and shares on content on social media.



Figure 3. Influencer Mapping

3 Methodology

Observational research was conducted during this campaign in order to examine how the campaign proceeded. An observational study is a non-experimental method to examine how research participants behave. Observational research is typically associated with qualitative methods, where the data ultimately requires some reorganization or analysis through tools. The goal of the observational study is to collect data about what people do and say. Observational data is helpful in market research, education research and user research. Observational studies are valuable in any domain where researchers want to learn about people's actions and behaviors in a natural setting.

This paper uses case study methodology, which is a qualitative research method that involves an in-depth, detailed examination of a single unit, such as an individual, a group,

or an event. The purpose is to provide an in-depth understanding of a case and its relationship to other factors or phenomena. Case studies can be used to generate or test hypotheses, evaluate programmes or interventions, or focus on a particular issue or feature. Case studies deal with contextual variables and rely on multiple sources of evidence. They are often conducted by researchers from different social science disciplines. Case studies typically involve multiple sources of data, including interviews, observations, documents, and artifacts, which are analyzed using various techniques, such as content analysis, thematic analysis, and grounded theory. The findings of a case study are often used to develop theories, inform policy or practice, or generate new research questions.

4 Results and Discussion

The target audience of this campaign based on demographic segmentation is Indonesian men and women aged 16–35 years with a target profile of a student, high school graduate, or higher. Single status, or married couple. As for the socio-economic status, it comes from classes B and C. Based on geographic segmentation, Pantene Miracles Hair Supplement and Hair Mask target urban and suburban residents. This is based on the distribution of product sales from supermarkets to minimarkets. Thus, Pantene targets the population on a national scale. Even so, urban people tend to be more aware of maintaining the appearance of their hair in order to support their appearance when on the move.



Figure 4. Product of Pantene Miracles Hair Supplement and Hair Mask

Furthermore, in terms of psychographic segmentation, it is intended for men and women, prioritizing neat appearance and healthy hair. So, they think that hair is like a "crown" that deserves attention. These men and women are also modern people who care about what's trending on social media. In other words, they feel more confident when they know and use the product that is being discussed. Finally, the target is based on behavioral segmentation; this campaign is aimed at men and women who work according to their passion; in other words, they have received sufficient education with solid activities. In addition, their activities usually involve hanging out with friends. Through this activity, they exchange information about things that are trending on social media. If they don't carry out the activities above, what they usually do is play the device or specifically open E-Commerce.

We also develop SWOT analysis itself consists of Strengths and Weaknesses that focus on things that are inherent within, then Opportunities and Threats, namely things that come

from outside Pantene Miracles Hair Supplement and Hair Mask. Analysis is useful for increasing knowledge and understanding of the organisation so as to be able to analyse what the strengths, weaknesses, opportunities, and threats are in the organisation to get the right strategy by using existing strengths and opportunities to overcome all threats and reduce existing weaknesses so that the organisation can survive and develop (Kotler & Keller, 2009). This campaign has several strengths. First, Procter & Gamble, as the client, simply gives space for the agency to be creative with strategy. This is very positive for the agency because it can freely formulate the best communication strategy to run. Second, a large campaign budget This is an important strength because agencies have many options for determining communication strategies. Thus, there are minimal ideas that are not realised for budgetary reasons. Third, this campaign is run by several agencies that are experts in their respective fields. This was essential for the Pantene Miracles Hair Supplement and Hair Mask campaign, which ran for nine months. Thus, each agency can focus on its own field and not spend time and budget experimenting. For example, FAS is responsible for managing KOL Mega, Macros, Micro, Nano, and Community. Meanwhile, other agencies such as Mediagroup are responsible for handling programmatic ads; BBDO is handling KOL Macro and publishers; Dentsu is handling TVC Keanu Angelo; and SNS is handling Pantene Social Media.

In terms of weaknesses, this campaign has a very large number of KOLs, while human resources in FAS are relatively minimal. The FAS project team that undertook this campaign only had three people to handle a total of 690 KOLs. In addition, the products in this campaign have just been launched. So it takes time to wait for the product distribution process to reach supermarkets and minimarkets. On the opportunity side, this campaign is greatly assisted by the exposure that Keanu Angelo has as an advertising star. In addition, this campaign presents a new standard: hair product advertisement stars don't have to be women. But it could also be from Adam. Lastly is the threat: this campaign chose to use the hashtag #rambutcapek as the branded tag for Pantene. The hashtag #rambutcapek was chosen as the branded tag because, before the campaign started, Keanu Angelo was often teased by his friends that his hair looked limp as if he was tired. Internal agencies see this as an opportunity to ride at this moment. However, over time, there have been competing brands that use the hashtag. So that it has the potential to cause bias for the audience that sees the hashtag.

The SSAV model eventually settled step by step in accordance to the segmentation and SWOT analysis. Here are the phases of SSAV model:

- a) Seeding: Micro KOL spread and posted the communication messages through contents. The content itself displayed displaying the Unique Selling Proposition of the Miracles Hair Supplement and Hair Mask products which were conveyed in a humorous way mirroring to the Keanu Angelo's Pantene contents in Tik Tok. Micro KOL are used to give a message to the public regarding the existence of this new product. This stage is an important start to direct the target audience to enter the next stage.



Figure 5. Mega KOL (Keanu Angelo) X Pantene Miracles

- b) Sharing: This stage uses nano KOL where they use their sharing content which refers to the seeding stage that has been carried out by micro KOL. The purpose of this stage is to increase the audience's sense of understanding regarding the communication messages displayed in the content on Tik Tok.
- c) Amplifying: This stage aims to strengthen the messages that have been conveyed in the previous stages, namely seeding and sharing. This stage is carried out by overloading educational content by nano KOL regarding the benefits of Miracles Hair Supplement and Hair Mask products in maintaining healthy hair. Overloading is a technique used by FAS to master the use of hashtags and the first page of TikTok by posting content massively. When the audience opens the TikTok application or certain hashtags, they will immediately be exposed to educational content from nano KOLs, namely testimonials or product reviews. Thus the KOL nano use a brief that specifically discusses the USP of the product.

GLOW UP

Konsep ini digunakan untuk menunjukkan perubahan drastis sebelum dan setelah menggunakan Miracles Hair Supplement secara rutin.

<ol style="list-style-type: none"> 1. Influencer menunjukkan before-after pemakaian produk. Glowup HARUS terlihat JELAS. Before: HARUS terlihat burik dengan rambut yang sangat capek. 2. Influencer menjelaskan glow up tersebut dikarenakan memakai Miracles Hair Supplement secara rutin. 3. Influencer merekomendasikan produk berdasarkan pengalaman yang dirasakan influencer. 4. Influencer menggunakan lagu/hashtag yang trending di "temukan/discover". Jika yang sedang trending adalah hashtag produk lain, jangan digunakan. Influencer juga boleh menambahkan hashtag yang umum/general seperti #glowup atau #racuntiktok. 	
<p>Bisa dijadikan sebagai ajang roasting mantan, bikin mantan menyesal kalau kamu sudah glowup.</p>	<p>Berikan penekanan bahwa ini adalah "produk baru", "harga terjangkau", dan "shampoo aja gak cukup!"</p>
<p>Menggunakan hashtag dengan urutan sebagai berikut: #rambutcapek #rambutkecharged #ad #miracles #hairsupplement</p>	

Figure 6. Nano KOL Brief (Before-After)

- d) Validating: When the audience enters the validating stage, it indicates that the communication strategy in the previous stages is going well. So that it succeeds in causing the desire of the audience or potential consumers to seek validation for the messages that have been conveyed in the previous stages. At this stage, Keanu Angelo and other macros KOL use account to provide information on how the benefits of Miracles Hair Supplement and Hair Mask products are for her hair. In addition, they also provide Call to Action in the form of information that these products are available in various supermarkets and minimarkets.

@ INDOMARET/ALFAMART/SUPERMARKET LAIN

Konsep ini digunakan untuk menunjukkan kalau produk dapat dibeli di minimarket/ supermarket terdekat.

<ol style="list-style-type: none"> 1. Influencer menunjukkan produk Miracles Hair Supplement dan Miracles Supplement Hair Mask di rak minimarket (Indomaret/Alfamart). Sertakan harga dan beli di mana. 2. Influencer menceritakan perjuangannya mendapatkan produk karena sempat susah ditemukan di mana-mana (sold out terus), tapi akhirnya sudah tersedia lagi. 3. Influencer mencoba menggunakan produk untuk pertama kalinya. 4. Influencer menunjukkan before-after pemakaian produk. 5. Influencer merekomendasikan produk berdasarkan pengalaman yang dirasakan influencer. 6. Influencer menggunakan lagu/hashtag yang trending di "temukan/discover". Jika yang sedang trending adalah hashtag produk lain, jangan digunakan. Influencer juga boleh menambahkan hashtag yang umum/general seperti #racunindomaret atau #belanja lokal. 	
---	---

Menggunakan hashtag dengan urutan sebagai berikut: #rambutcapek #rambutkecharged #ad #miracles #hairsupplement

Figure 7. Purchase Brief

The Pantene Miracles Hair Supplement and Hair Mask campaign focuses on audio-visual materials that are uploaded in a planned manner on digital media using a brainstorming technique. Brainstorming is a stimulus to generate creative ideas by exploring the mind so that the cognitive structure or so-called relevant primary knowledge becomes active (Stroebe, Nijstad, & Rietzschel, 2010). In brainstorming, FAS uses the Starbursting technique, this technique focuses on forming questions rather than answers (Cotton, 2016). Each division will be challenged to ask as many questions as possible about this campaign. From these various questions finally in through a brief that will be given to KOL. Thus, the question becomes a solution for the audience. Some of them are "What is the importance of supplements for hair?", "How to use Miracles Hair Supplement and Hair Mask?", "Where to buy these products?" and others. The aim of this technique is to make sure everything in the campaign has been clearly considered before executing it.

- a) Here are the results of the brainstorm that became the creative advertising strategy for this campaign:

The Big Idea chosen as the main focus for all content that will be posted by KOLs is #RambutKeCharged. Through this big idea, FAS wants to send a message to the target audience that Pantene Miracles Hair Supplement and Hair Mask are here to provide a solution for limp hair that interferes with daily appearance.

- b) The selection of the hashtags #RambutCapek, #RambutKeCharged, and #GaraGaraKeanu is mandatory for any content that will be created and posted by KOLs. The reason for choosing the three hashtags is that there are no competing brands that use them, and besides that, every word in the hashtag is considered simple and easy for the target audience to remember.
- c) The post timeline is the next concern after determining the big idea and hashtag. This is due to the long duration of the campaign. This campaign lasts for approximately nine months, from October 2021 to June 2022. So, a creative advertising strategy is needed in terms of dividing the posting timeline. The image above is an example of a KOL Laydown Summary, which contains a posting timeline divided by the number of posts per month. In October and November, we overloaded the digital media platform Tik Tok by planning a total of 1,793 content posts within two months. This was done to warm up the target audience before finally launching TVC and Keanu Angelo's YouTube video as the main ad stars for this campaign.

KOL LAYDOWN SUMMARY (BY MONTH)

	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22
# of post	859	934	530	241	251	192	171	181	181
Impression	245,000	311,000	242,000	64,750	68,750	73,000	52,500	56,500	56,500
Engagem ent	37,750	44,700	35,900	11,700	12,500	12,100	9,250	10,050	10,050

Q4 2021 Summary:
 # of post : 2,323
 193 posts/week
 Impression : 798,000
 Eng. : 153,500

Q1-2 2022 Summary:
 # of post : 1,217
 50 posts/week
 Impression : 118,350
 Eng. : 65,650

Figure 8. KOL Laydown Summary

- d) There is not only one brief in this campaign; there are more than ten briefs that are ready to be executed by the KOLs. This comes to the attention of the FAS team because the trends on TikTok often change. Many angles must be displayed by KOLs to get good engagement. The picture above shows the distribution of briefs in each month of this campaign. There are many angles and issues that can be used by KOL in create content. One example is GaraGaraKeanu brief is in January 2022. The brief was executed on that timeline because it was right after the release of Keanu's video on YouTube, so the KOL amplified the video by posting it on TikTok.



Figure 9. Distribution of Briefs Each Month

- e) The Pantene Miracles Hair Supplement and Hair Mask campaign is a campaign that involves many parties, especially KOL. The total number of people involved in running this campaign is 690. So a clear Communication Guideline is needed to ensure the content they create is worthy of being considered a representative of the Pantene brand.



Figure 10. KOL Communication Guidelines

The campaign has a type of content that is being distributed to various briefs to the KOLs, here is an overview of the angles that KOLs use in developing their content in Tik Tok.

TYPE OF CONTENT

From total 22 briefs we have prepared, we got 9 categories type of content, with the detail below:

- Hair Care Tips (417)
- Hair Care Routine (459)
- Get Ready With Me (261)
- A day in my life/mini vlog (208)
- Modern Market (191)
- Shopee Haul (112)
- Keanu (147)
- Hairmask Only (132)
- Others (141)

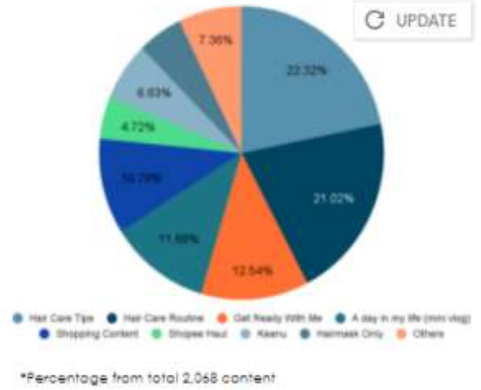


Figure 11. Brief Usage Data Distribution

The campaign has results per month given by monthly reports, such as Cost Per Reach (CPR) as seen below.

COST PER REACH (CPR)

METRICS	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	TOTAL NANO-MICRO	MACRO	ADU CAPEK CHALLENGE	COMMUNITY
REACH RESULT	1,493,615	10,403,069	3,437,574	1,522,053	4,508,583	21,367,963	613,700	4,025,441	242,479
CPR RESULT	36	23	32	52	17	26	202	20	-
AVG. REACH/CONTENT	7,820	11,795	8,725	5,920	21,676	10,997	32,300	143,766	2,665
ENGAGEMENT RESULT	125,322	748,656	289,317	96,013	398,174	1,657,674	118,164	250,189	12,874
CPE RESULT	428	322	384	819	193	339	1,047	320	-
REACH 10K+	8	47	20	14	13	102	12	2	2
REACH 100K+	3	14	5	3	3	29	2	7	1

FAS

Figure 12. Monthly Report

5 Conclusion

It can be concluded that the Pantene Miracles Hair Supplement and Hair Mask campaign was a success. Achievement of targets in each of these campaigns will be seen at the end of the month through Monthly Reporting. This can be seen from the Work in Progress deck, that in the range from January to April 2022 it was able to exceed the target of 954 posts. The originally planned target was 900 posts. Through 954 posts there are 124 posts that have reach above 10,000 reach. Specifically, from January to April this campaign was able to achieve 9,850,403 reach and 769,532 engagements. The SSAV model, therefore, needs to be adapted into the realm of theory within the subject of advertising communication strategy in this digital era. It is argued that it can complement the existing theory such as the well-known AISAS created by Dentsu.

References

1. Ari, A., Y., 2018. Peran Account Executive PT. ZOLA Permata Indonesia Dalam Aktivitas Promosi.
2. Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller, D. 2020. Advertising: An Integrated Marketing Communication Perspective. Australia: McGrawHill Education
3. Brierley, S. 2002. The Advertising Handbook. London, England: Routledge
4. Cangara, H. Hafied. 2008. Pengantar Ilmu Komunikasi. Jakarta: PT Raja Grafindo Persada.
5. Cotton. 2016. The Smart Solution Book: 68 Tools for Brainstorming, Problem Solving and Decision Making. Pearson UK.
6. Diamond, S. 2019. Digital Marketing All-In-One for Dummies. New Jersey: John Wiley & Sons, Inc.
7. Duriyanto, D., S., Joko, L., B., 2004. Brand Equity Ten, Jakarta: PT. Gramedia Pustaka Utama.
8. Fill, C., Hughes, G., & Francesco, S. D. 2013. Advertising Strategy, Creativity, and Media. Essex: Pearson.
9. Flew, Terry. 2008. New Media: An introduction. 3rd Edition.
10. Handayani, Desy, Kartajaya, H., Andrizal, Darmaja, A., 2010, Brand Operation. Jakarta: Esensi Erlangga Group.
11. Kotler, P. 2000. Prinsip – Prinsip Pemasaran Manajemen, Jakarta: Prenhalindo.
12. Kotler, P. T., & Keller, K. L. 2008. Manajemen Pemasaran. Jakarta: Erlangga
13. Kotler, P.; Armstrong, G., 2008. Prinsip-prinsip Pemasaran, Jilid 1, Erlangga, Jakarta.
14. Madjadikara, A. S. 2004. Bagaimana biro iklan memproduksi iklan. Jakarta: PT Gramedia Pustaka Utama.
15. Nasrullah, R. 2015. Media Sosial: Perspektif Komunikasi, budaya, dan Socioteknologi. Bandung: Simbiosis Rekatama Media.
16. Putri, L. 2019. Perilaku Konsumen Pengguna Instagram di Era Marketing 4.0. Jurnal Manajemen Bisnis, Volume 16, No. 4, Oktober 2019'
17. Rietzschel, E. F., Nijstad, B. A., & Stroebe, W. 2010. The selection of creative ideas after individual idea generation: Choosing between creativity and impact. British Journal of Psychology.
18. Robinson, C., 1993. Bagaimana memenangkan negosiasi : kiat membuat janji yang menguntungkan. Jakarta: Gunung Mulia, 1993
19. Rodgers, S., and Thorson, E., 2012. Advertising Theory. Routledge.

20. Shiratina, A., R Indika, D., Komariyah, I., Kania, D., & Hendriani Solihin, E. 2020. Pemasaran Online Melalui Penerapan Iklan Secara Digital. *Jurnal Sain Manajemen*, Vol. 2 No. 1 Februari 2020
21. Soeharto, Iman. 1999. *Manajemen Proyek*. Edisi kedua. Jakarta: Erlangga
22. Till, D. Brian, W. Baack. 2005. Recall and Persuasion, Does Creative Advertising Matter? *Journal of Advertising*, Vol.34 No.3. Fall 2005.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

