Strategy Marketing through TikTok content @mencuriradensaleh for the Animo of Watching Movies *Mencuri Raden Saleh*

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Abstract. Marketing has become a hot topic in recent years, seeing the interest in the convergence of digital technology to help the business promotion process in a sustainable manner through the communication pillar. Marketing relationships with consumers are established through communication. Therefore, marketers need to know how the products or services offered can be reached by the intended target market. This process can be assisted by exposure to will *customer experience*; integration of cognitive, affective, sensory, and behavioral responses to a particular brand, product, or service (Chen & Lin, 2014).

Keywords : tiktok, social media, film

1   Introduction

Marketing has become a hot topic in recent years, seeing the interest in the convergence of digital technology to help the business promotion process in a sustainable manner through the communication pillar. Marketing relationships with consumers are established through communication. Therefore, marketers need to know how the products or services offered can be reached by the intended target market. This process can be assisted by exposure to will*customer experience*; integration of cognitive, affective, sensory, and behavioral responses to a particular brand, product, or service (Chen & Lin, 2014).

Exposure*customer experience*with*marketing funnels*makes it easier for marketers to categorize what strategy to use at each stage. Stage*awareness* is the stage experienced by consumers, interpreted as awareness of the existence of a product. Followed by*consideration*, describes the condition of potential customers who are interested in further exploring the product with other competitors. In the last stage,

conversion, official consumers choose the products offered and will continue to make transactions (Batat, 2019).

Due to the development of technology and communication, digital marketing is here to help businesses carry out promotions with an expansive audience reach. Marketers see the crucial influence of social media as a promising promotional platform (Evans & McKee, 2013). This opportunity can be exploited with social media algorithms that are modified based on consumer behavior profiles. Distribution of information tailored to consumer behavior will give a personal and segmented impression, so that marketers can look for more gaps in the stage*awareness*And *consideration*.

Based on this information, the film industry has begun to use social media as a means of promotion, one of which is TikToK. Based on a comparison through App Annie, an application based on user behavior data analysis, demographically, Indonesia has 99.1 million active TikTok users.

Fig 1. Age distribution of TikTok users in Indonesia, Source: adapted from Ginee, App Annie/data.io. (2021)

Statistically, tiktok users are dominated by two age groups, namely late Gen Z (18-24 years) and early Gen Y (25-34 years). Demographic exposure by age opens promotional opportunities for film marketers specifically for audiences with a similar age range, Mencuri Raden Saleh, which will be released on August 25, 2022.

The film Stealing Raden Saleh tells the story of a group of students who want to steal a painting from a famous maestro, Raden Saleh entitled*Arrest of Prince Diponegoro*, located in the Presidential Palace with a high sale value. On an amateur basis, they divided the tasks so that the theft process was successful. Marketers carry out promotions during the process leading to the screening of the film until the film is

finished showing in theaters through the @mencuriradensaleh account.

Reported by Film Indonesia as an independent organization, data on the number of viewers for various films, including the highest-grossing Indonesian film of all time, KKN in Desa Penari, was achieved in mid-2022. Seeing this potential, this study will discuss what strategies are employed by marketers of Mencuri Raden Saleh is the best-selling film in Indonesia in seventh place with a total audience of 2,350,741 in distributing information as well as promoting the film, considering that Indonesian films are experiencing an increase in enthusiasts (Film Indonesia, 2022).

Focus and research questions. In general, this research project will discuss promotion strategies through the TikTok account @mencuriradensaleh which has been used by marketer Mencuri Raden Saleh. The main objective is to find out the marketing strategy used to influence interest which has an impact on public interest, in order to support digital-based film promotion activities in Indonesia. It is hoped that this research can provide a new perspective in improving standards*consumer buying* of films by local production houses.

The research focus includes two things: penetration of @mencuriradensalehfilm content on stage awareness until consideration, including on research, features, social media algorithms, and organic reactions from TikTok users (1) and role correlation user generated content (content originating from potential customers and customers) in support of promotional activities outside the official @mencuriradensalehfilm account (2).

Research question (*research questions*–RQ) is defined as follows:
1. RQ1: What is the content penetration process used by @mencuriradensaleh at stage awareness until consideration?
2. RQ2: How are the roles correlated user generated contentin supporting activities outside the @mencuriradensaleh account?

2   Study output and significance

The main output that is expected is a short paper intended for the 2021 Media Production Scientific Writing course.

In addition, it is hoped that the results of this study will help marketers in Indonesian production houses to further utilize the potential of social media in capturing the required audience coverage as one of the objectives of producing a film. Personalize content from social media according to trends and developments*fad*assist stage adjustment*engagement*; influence the paradigm of a product towards*consumer buying*(Evans & McKee, 2013).

3   Research approach

Research framework
The convergence of marketing and social media TikTok as a container for distributing promotional content cannot be separated from studies related to digital-based marketing. With this statement, this study will apply an approach through digital marketing. Digital marketing is understood as digital-based promotional activities connected to the internet and digital devices that are systematically designed for a product or service to achieve certain objectives for consumers (American Marketing Association, 2014).

Studies from a digital marketing perspective are able to capture a broader scheme between communication relationships, *consumer experience*, and the effect on the intended promotional content. In this case, the research project will be focused on modified media for reading audiences based on behavioral profiles or*behavioral-based*. That way, the scope that will help the research process is*online behavioral advertising*. *Online behavioral advertising*interpreted as a form of internet-based advertising aimed at targets that are tailored to certain characteristics based on certain marketing objectives (Jansen et al., 2013).

The formulation of this study will help researchers as a basis for thinking on an ongoing basis during the ongoing research process, especially looking further at how the role of public behavioral profiles influences the production and distribution of TikTok @mencariradensaleh content.

Research methods
Qualitative descriptive method will be applied during the research process. Literature study of previous books and journals will be applied as the main and crucial source to deepen understanding regarding the topics raised. Conducted a literature study with secondary research methods pivoting on the research results of previous researchers, aiming to help find*insights*which have not yet been explored in the research to be conducted (Malhotra et al, 2013). The literature study mix will be taken from international digital marketing books and journals that have discussed it*online behavioral marketing*, the influence of the development of social media on digital marketing perspectives, and*role of user generated content*t on social media.

In conducting data collection and analysis, the researcher will make participatory observations on audience research, features, social media algorithms, and organic reactions from TikTok users in Indonesia, supported by a review of secondary research

that has been previously conducted on the topic in question. The researcher will also do the same to answer the RQ2 question regarding correlation*user generated content*in supporting promotional activities outside the official account. Participatory observation was chosen for the researcher's fundamental reasons for being involved in the perspective of the object being studied (Sugiyono, 2016).

The following is included in Table 1 which will help visualize the research method:

Table 1. Summary of the Model and Research Questions

No.	Method study	Quantitative / Qualitative	Research question
1	Literature review	Qualitative	RQ1 – content penetration process used @mencuriradensaleh on stage *awareness* until *consideration*
2	Observation participatory	Qualitative	RQ2 – role correlation *user generated content*in supporting activities outside the @mencuriradensaleh account

RQ1: The content penetration process used by @mencuriradensaleh at stage*awareness* until*consideration*

In RQ1, researchers will focus on studying how content penetration is carried out through the stages of research, use of features, the TikTok algorithm, and organic reactions from TikTok users. Literature studies are reviewed periodically, especially in understanding the behavioral role of a user profile on the intended content selection.

Activities continued with participatory observation; researchers position themselves as users as well as understand the objects to be studied to fulfill observations. The goal to be achieved is to understand the aspects of content penetration through*customer experience*using a reference *marketing funnels*, focused on stage*awareness*And*consideration*.

Researchers will be assisted with the 'messy middle' circular concept adapted by Rennie & Protheroe (2020) as a conclusion to the strategy used by the @mencuriradensaleh account in fulfilling the stages*awareness*And*consideration*.
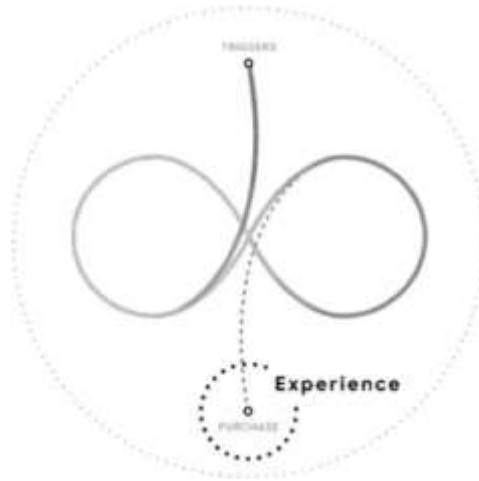
Figure 2. Interpretation of 'Messy Middle' in Purchasing Decisions. Source: adapted from Rennie & Protheroe (2020). (Kosmowska, 2021)

RQ2: Role correlation*user generated content*in supporting activities outside the @mencuriradensaleh account Specifically for RQ2, researchers focused on causal relationships over roles*user generated content*in supporting promotional activities outside the @mencuriradensaleh account. This is a consideration considering that content on social media is segmented and personalized according to the needs of the audience (Kosmowska, 2021). On the basis of*social proof*with sufficiently strong topic attention, the audience will be bound by influence and seek to provide opinions based on content distribution (Colicev et al, 2019). Literature study is reviewed periodically, especially in understanding the role of behavior and factors*social proof* to support the perspective of external promotional activities.

The research series was continued with participatory observation; researchers position themselves as users to understand the objects to be studied to fulfill observations. The goal to be achieved is an understanding regarding the causal correlation between*user generated content*with promotional activities.

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