

ABSTRAK

ANALISIS STRATEGI *CONTENT MARKETING* VALENCIA NATHANIA SEBAGAI *FOUNDER* HARLETTÉ BEAUTY DALAM PENGUATAN *BRAND AWARENESS* (Analisis Isi pada Konten @valenciaharlette di Media Sosial TikTok)

Oleh

NABILAH AMANY

Pertumbuhan industri *skincare* yang massif didorong oleh pergeseran pola konsumsi dan tren kecantikan di media sosial, khususnya TikTok yang mengalami lonjakan pengguna secara signifikan. Platform TikTok saat ini menjadi lahan subur bagi pemasaran produk kecantikan, namun di sisi lain juga menciptakan persaingan yang jenuh. Dalam kondisi tersebut, Valencia selaku pemilik Harletté Beauty perlu memperkuat *brand awareness* secara berkelanjutan agar mereknya tetap diingat dan menjadi pilihan utama konsumen. Penelitian ini bertujuan menganalisis dan mendeskripsikan proses penerapan tahapan *content marketing* @valenciaharlette dan kontribusinya terhadap penguatan *brand awareness* Harletté Beauty. Penulis menggunakan pendekatan kualitatif dengan bantuan metode analisis isi (*content analysis*) bersifat deskriptif dengan teknik observasi, wawancara mendalam, dan dokumentasi. Analisis didasarkan pada lima tahapan lanjutan *content marketing* Kotler, Kartaja, dan Setiawan serta *brand awareness* Aaker. Hasil menunjukkan bahwa penerapan *content marketing* oleh Valencia terimplementasi melalui produksi konten berkualitas tinggi dengan visual-audio yang jelas, narasi yang menjawab kebutuhan audiens, serta konsistensi jadwal posting. Distribusi dioptimalkan melalui strategi organik, *review* konsumen, dan promosi berbayar. Evaluasi dijalankan berdasarkan kriteria *visible, relatable, searchable, actionable, dan shareable*, diikuti improvisasi konten yang menyesuaikan minat dan kebutuhan target audiens setiap tahunnya. Di sisi lain, penguatan *brand awareness* terlihat pada dua aspek utama, yaitu *brand recall* diperkuat melalui konsistensi dalam menampilkan identitas merek (warna dan logo), ciri khas yang membedakannya dengan kompetitor, serta repetisi kata kunci “oat” yang membangun asosiasi kuat di benak audiens. Sementara itu, *top of mind* diperkuat melalui *brand mention organic* yang membuat nama Harletté tersebar secara luas dan memicu diskusi publik sehingga berkontribusi membentuk ingatan audiens ketika memikirkan kategori produk terkait.

Kata kunci: *Content marketing, brand awareness, TikTok, Harletté Beauty*

ABSTRACT

ANALYSIS OF CONTENT MARKETING STRATEGIES BY VALENCIA NATHANIA AS FOUNDER OF HARLETTÉ BEAUTY IN STRENGTHENING BRAND AWARENESS (Content Analysis of @valenciaharlette on TikTok Social Media)

By

NABILAH AMANY

The massive growth of the skincare industry is driven by shifts in consumption patterns and beauty trends on social media, particularly TikTok, which has experienced a significant surge in users. This platform has become fertile ground for marketing beauty products, while also creating increasingly fierce competition. In this context, Valencia, owner of Harletté Beauty, needs to continuously strengthen brand awareness so that her brand remains memorable and becomes the top choice for consumers. This study aims to analyze and describe the process of implementing the content marketing stages of @valenciaharlette and its contribution to strengthening Harletté Beauty's brand awareness using a qualitative approach with the help of descriptive content analysis methods, including observation, in-depth interviews, and documentation. The analysis is based on the five advanced stages of content marketing by Kotler, Kartajaya and Setiawan and Aaker's brand awareness theory. The results show that Valencia's content marketing implementation is carried out through the production of high-quality content with clear visuals and audio, narratives that address audience needs, and consistent posting schedules. Distribution is optimized through organic strategies, consumer reviews, and paid promotions. Evaluations are conducted based on the criteria of visibility, relatability, searchability, actionability, and shareability, followed by content improvisation that adapts to the interests and needs of the target audience. On the other hand, the strengthening of brand awareness can be seen in two main aspects, namely brand recall, which is reinforced through consistency in displaying brand identity (colors and logos), characteristics that differentiate it from competitors, and repetition of the keyword "oat," which builds strong associations in the minds of the audience. Meanwhile, top of mind awareness is reinforced through organic brand mentions that spread the name Harletté widely and spark public discussion, thereby contributing to shaping the audience's memory when thinking about related product categories.

Keywords: Content marketing, brand awareness, TikTok, Harletté Beauty