

STRATEGY DIGITAL MARKETING, BRAND AMBASSADOR AND BUYING DECISION: THE CASE OF SCARLETT WHITENING

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Ayu Farida ayufarida3012@gmail.com Departement of Management University of Muhammadiyah Bengkulu</p>	<p>The purpose of this study was to determine Scarlett Whitening's marketing strategy in the Tik-tok and Instagram applications. The research method used is descriptive quantitative. This research is based on the theory of marketing strategy based on SWOT analysis. Scarlett Whitening used the Korean wave phenomenon, as an opportunity to promote its products and build a brand image. The mindset and way of life of the audience is of course indirectly influenced by South Korea's soft power which is exported to a number of countries in the form of K-Drama, K-Pop, K-Style, culinary, and technology. This research was conducted by observing and documenting Scarlett Whitening's Instagram and Tiktok uploads to find out the SWOT of the marketing strategies of the two applications. The results of this study indicate that marketing on the Instagram application has proven to be more effective when compared to Tiktok, as evidenced by the SWOT calculation results which show Instagram in quadrant III, which means it has many opportunities and few threats. In contrast, Tiktok is in quadrant II which means it has many threats.</p> <p>Keywords: <i>Scarlett Brightening; tik-tok; Instagram; Brand Ambassador.</i></p>
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INTRODUCTION

Scarlett Whitening is one of the local beauty products that promotes its products through the Korean wave culture that has been prevalent for the past two decades, especially among millennials. The mindset and way of life of the audience is certainly indirectly influenced by South Korea's soft power exported to a number of countries in the form of K-Drama, K-Pop, K-Style, culinary, and technology (Pipit Mulyah, Dyah Aminatun, Sukma Septian Nasution, Tommy Hastomo, Setiana Sri Wahyuni Sitepu, 2020)

Of course, the Korean wave provides opportunities for the business world to use it as a marketing strategy aimed at attracting consumer buying interest. In 2020, during the pandemic, the phenomenon known as the Korean wave began to enter Indonesia. This phenomenon was then utilized by Scarlett Whitening to attract consumer interest. This is evident in September 2021 Scarlett Whitening managed to attract public attention through its new star ambassador, Song Jong Ki, a well-known Korean artist. Scarlett Whitening is now one of local beauty brands whose sales have reached 210 billion by 2022 (Joan, 2022).

Scarlett's innovation that managed to shock netizens is none other than a form of Scarlett Whitening's marketing strategy. The marketing strategy chosen is through social media, especially Instagram and TikTok. The two social media platforms are included in the four most frequently used social media categories, based on the WeAreSocial.net survey, Instagram is second only to Whatsapp, followed by Facebook and Tiktok is fourth. Instagram users reached 1.4 billion while TikTok users reached 1 billion. Scarlett's marketing strategy through these two social media certainly has different marketing characteristics, considering that the features in two applications are different (Sri et al., 2022).

Some previous studies that are relevant to this research include research from Zisi Lioni Argista entitled "Analysis of Marketing Strategies Through Instagram Social Media in Increasing Sales at Queenstreet Online Shop". The results of this study indicate that Queenstreet's online shop is in quadrant I by using the SO strategy, namely opportunities and strengths. So that Queenstreet online shop can take advantage of existing opportunities by implementing or supporting agrarian policy growth (growth oriented strategy) to increase sales (Nirawati et al., 2021) Meanwhile, another study from Wahyu Murjiati entitled "The Effect of Advertising and Tiktok Application on Buying Interest of Sharia Business Management Students Iain Palopo". The result of this study is that advertisements have a high appeal if the advertisement is very creative such as using illustrations, current layouts, and does not seem monotonous, so that it can attract consumer buying interest. TikTok also has a positive influence on buying interest because it has diverse content, interesting content and easy access (Murjiati, 2021). As according to Zulki Zulkifli in his book Marketing Strategy 5.0, a marketing strategy that is able to keep up with the increasing market criteria is to use a digital tool marketing strategy or often referred to as digital marketing (Noor, 2021).

Previous research is used as a reference for researchers to conduct research so that researchers can find out the differences between the research to be carried out and previous studies. All existing research is related to the social media marketing strategies of Instagram and Tiktok, with the similarity of these themes can reveal various marketing strategies carried out by certain companies or brands on the Instagram and Tiktok applications. The difference in the subjects and objects in this study is to explain the marketing strategies carried out by Scarlett Whitening on Instagram and Tiktok social media accounts based on strengths, weaknesses, opportunities, threats. Swot analysis is a process by which a company or organization identifies several internal and external factors that will affect future performance. SWOT analysis also helps businesspeople in operating their business. Which with SWOT analysis business people will recognize what strengths, weaknesses, opportunities, and threats are contained in their business activities (Mashuri & Nurjannah, 2020).

Scarlett Whitening continues to innovate to maintain the brand image that has been established to date. The proof of Scarlett's consistency in maintaining the brand image is by continuing to work with local and South Korean artists. Recently on her Instagram account, Scarlett updated a post with actor Leejehoon and South Korean girl band Twicee. Not only that, but Scarlett also always works with Indonesian artists to market her products on social media. Naturally, some of these factors contributed to the rise of the Scarlett brand to gain widespread recognition as a local brand whose fame has spread around the world. Scarlett's fame is one of the indicators that makes Scarlett's marketing strategy successful. Instagram

has a strong visual orientation through photos and short videos. Its users are also driven by a higher level of social interaction and brands tend to be found among Instagram users, making Instagram superior to other social media (Pratiwi & Hariyanto, 2022).

Unlike the Scarlertt Whitening Instagram account which raises the theme of Korean waves in its social media branding, the Tiktok Scarlett account innovates by creating interesting and unique video content, so that the promotions carried out can be accepted among the wider community, especially Tiktok users themselves. Ads on the Tiktok application also tend to be enjoyed by most people, even though most have used ad blockers. Tik-Tok and Instagram have finally become media that are adaptable and have a large market due to the large number of users and fans. Given the features offered such as E Commerce platforms, stories, live that are already present in both applications, it is certainly very easy for customers to choose and buy their destination items.

METHOD

This research uses descriptive qualitative research with data analysis techniques using SWOT analysis. A descriptive approach is a method that aims to describe an objective picture or situation with a theoretical basis, as well as an interpretation of the theory itself. SWOT analysis is a process by which a company or organization identifies several internal and external factors that will affect future performance, SWOT analysis also helps businesspeople in operating their business. Which with SWOT analysis business people will recognize what strengths, weaknesses, opportunities, and threats are contained in their business activities (Utsalina & Primandari, 2020). The data collection techniques in this study were observation and documentation on Scarlett Whitening's Instagram and Tiktok social media accounts. Observation research does not manipulate or intervene in research subjects. Therefore, this research only makes observations on the subject to be addressed, using data collection techniques guided by strengths, weaknesses, opportunities, and threats to the marketing strategies that exist on both Scarlett Whitening's Instagram and Tiktok applications. The subjects in this study are Scarlett Whitening's Instagram and Tiktok social media, while the object is Scarlett Whitening products.

RESULT AND DISCUSSION

Finding

Swot Analysis on Scarlett Whitening's Instagram Marketing Strategy

Table 1 internal factors (Strength & Weakness)

internal factors (Strength & Weakness)				
	Strategic Factors (Column 1)	Weight (Column 2)	Rating (Column 3)	Score (Column 4)
STRENGTH	1. Collaborate with famous influencers and artists	0.11	4.00	0,44
	2. Brand Ambassadors come from local and overseas artists	0.12	5.00	0,6
	3. Attractive marketing content	0.11	4.00	0,44
	4. Consistency in promotion	0.11	4.00	0,44
	5. Color theme on Instagram feed is in line with Scarlett Whitening variant 5.	0.11	3.00	0.33
	TOTAL		0.56	

WEAKNESS	6. Lack of testimonials from customers	0.11	2.50	0.275
	7. Lack of reviews from influencers and brand ambassadors	0.11	2.00	0.22
	8. Instagram feed display theme that is just that	0.11	1.50	0.165
	9. There are rarely promos on offer	0.11	2.00	0.22
	TOTAL	0.52		2.28
TOTAL INTERNAL FACTORS		1.00		3.13

From the results of the IFAS table analysis above, the strength factor has a total score value of 2.25 with the calculation (weight x rating). While the weakness factor has a value of 2.28 with the calculation (weight x rating).

Table 2 External Factors (Opportunity & Threat)

External Factors (Opportunity & Threat)				
Strategic Factors (Column 1)		Weight (Column 2)	Rating (Column 3)	Score (Column 4)
OPPORTUNITY	1. Many celebrities review their routine usage on their Instagram accounts	0.16	4.00	0.64
	2. Large number of active Instagram followers Scarlet Whitening	0.16	4.00	0.64
	3. Owner is a public figure/artist	0.20	5.00	1.00
	TOTAL	0.52		2.28
THREAT	4. Content plagiarism	0.16	1.00	0.16
	5. Consistency of advertising that is too over causing consumer boredom	0.16	2.00	0.32
	6. The number of competitors who use the strategy	0.16	1.50	0.24

From the results of the EFAS table analysis above, the strength factor has a total score value of 2.28 with the calculation (weight x rating). While the weakness factor has a value of 0.72 with the calculation (weight x rating).

Scarlett Whitening Instagram Marketing Strategy SWOT Analysis Diagram

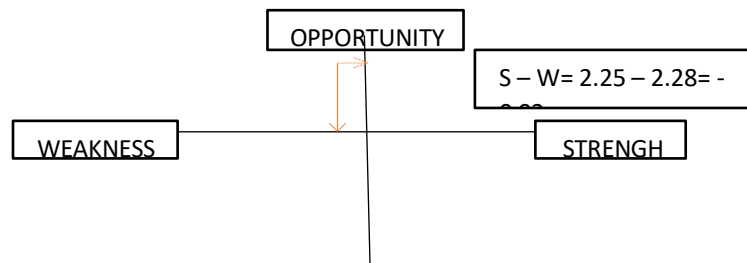


Figure 1 Instagram SWOT analysis diagram

From the picture of the SWOT analysis diagram on the marketing strategy through Instagram, it can be concluded that Scarlett Whitening's Instagram marketing strategy occupies quadrant III, which means that the marketing strategy has great opportunities in achieving the desired goals but also faces internal weaknesses as well. The strategy that must be determined in this situation is (Turn Around Strategy) (Andika, 2020).

Formulation of SWOT Matrix Strategy Combination

Table 3 formulation of SWOT matrix strategy combinations

	Strenght	Weakness
Opportunities	Strategi (S-O) 2.25+2.28 = 4.53	Strategi (W-O) 2.28+2.28 = 2.56
Threath	Strategi (S-T) 2.25+0.72 = 2.97	Strategi (W-T) 2.28+0.72 = 3.00

After calculating the scores of the internal and external factors of tables 1 and 2, a SWOT matrix was prepared which aims to formulate SO, WO, ST, WT, the results of which are as follows:

SWOT Matrix Strategy Formulation

Table 4 formulation of SWOT strategy formulation

IFAS	STRENGHT (Kekuatan) S	WEAKNESS (Kelemahan) W	
	<ol style="list-style-type: none"> 1. Collaborate with famous influencers and artists 2. Brand Ambassadors come from local and overseas artists 3. Attractive marketing content 4. consistency in promotion 5. Color theme on Instagram feed is in line with Scarlett Whitening variant 	<ol style="list-style-type: none"> 1. Lack of testimonials from customers 2. Lack of reviews from influencers and brand ambassadors 3. The theme of the Instagram feed that is just that 4. There are rarely any promos on offer 	
	<ol style="list-style-type: none"> 1. Collaborate with famous influencers and artists 2. Brand Ambassadors come from local and overseas artists 3. Attractive marketing content 4. consistency in promotion 5. Color theme on Instagram feed is in line with Scarlett Whitening variant 	<ol style="list-style-type: none"> 1. Lack of testimonials from customers 2. Lack of reviews from influencers and brand ambassadors 3. The theme of the Instagram feed that is just that 4. There are rarely any promos on offer 	
EFAS	OPPORTUNITY (Peluang) O	Strategi SO	Strategi WO
	<ol style="list-style-type: none"> 1. Many celebrities review their routine usage on their Instagram accounts 2. The large number of active Scarlet Whitening Instagram followers 3. Owner is a public figure/artist 	<ol style="list-style-type: none"> 1. Maintain working with influencers and famous artists. 2. Create more interesting content in order to maintain the brand image that has been built 3. Utilize the owner's profession to continue working in the field of promotion. 	<ol style="list-style-type: none"> 1. Discipline influencers to be more professional in reviewing products. 2. Comparative study with other skincare brands to get new ideas for promotional activities. 3. More frequent interaction with followers such as quizzes with prizes 4. Not only dominating Instagram feeds with photos but with some testimonials

THREATH (Ancaman) T	Strategi ST	Strategi WT
1. Content plagiarism 2. Over-consistency of advertisements causing consumer boredom 3. The number of competitors who use similar marketing strategies, namely brand ambassadors from South Korea	1. Overcoming content plagiarism by giving name tags to Scarlett Whitening's Instagram photo and video posts. 2. Continue to innovate with existing brand ambassadors for consistency of good cooperation so that it is not only seasonal. 3. Trying new ideas in terms of photo and video promotion and updating packaging that is unique and in demand.	1. Continue to develop new products that appeal to customers. 2. Retain consumers by improving product quality, so that even though the marketing strategy is the same, it does not prevent customers from repeating orders. 3. The same marketing strategy does not prevent customers from repeating orders. 4. Ads that are too frequent can be overcome by holding promos on Scarlett Whitening's own official account. So that it can increase followers as well as attract consumer buying interest.

Swot Analysis on Tiktok Scarlett Whitening Marketing Strategy

Table 5 internal factors (Strength & Weakness)

Faktor Internal (Strenght & Weakness)				
	Strategic Factors (Column 1)	Weight (Column 2)	Rating (Column 3)	Score (Column 4)
STRENGHT	1. Promotional content can be easily FYP or Trending	0.10	4.00	0.4
	2. Many promos and vouchers provided Tiktok	0.20	5.00	1.00
	3. The videos are interesting and not Boring	0.15	4.00	0.6
	4. Live streaming with cheap product prices	0.15	4.00	0.6
	TOTAL	0.60		2.6
WEAKNESS	6. Not so many posts on Tiktok Scarlett Whitening	0.20	2.50	0.5
	7. Monotonous sales promotion videos	0.10	2.00	0.2
	8. Not following the trend on Tiktok	0.10	1.50	0.15
	TOTAL	0.40		0.85
TOTAL INTERNAL FACTORS		1.00		3.45

From the results of the IFAS table analysis above, the strength factor has a total score value of 2.6 with the calculation (weight x rating). While the weakness factor has a value of 0.85 with the calculation (weight x rating).

Table 6 External Factors (Opportunity & Threat)

External Factors (Opportunity & Threat)				
Strategic Factors (Column 1)		Weight (Column 2)	Rating (Column 3)	Score (Column 4)
OPPORTUNITY	1. Tiktok application provides content ideas interesting content ideas according to the Trend	0.16	4.00	0.64
	2. The large number of active Tiktok followers Scarlet Whitening	0.16	4.00	0.64
	3. Marketing via Tiktok is facilitated with yellow basket to make it easier for buyers	0.16	3.00	0.48
	TOTAL	0.48		1.76
THREAT	4. Many content creators are able to outperform Scarlett Whitening's promotional video	0.20	2.50	0.5
	5. Stich videos that lead to fake product reviews	0.16	2.00	0.32
	6. Rating products that are not responsible for the Scarlett Whitening store on Tiktok	0.16	2.00	0.32
	TOTAL	0.52		0.69
TOTAL EXTERNAL SCORE		1.00		3.00

From the results of the EFAS table analysis above, the strength factor has a total score of 1.76 with the calculation (weight x rating). While the weakness factor has a value of 0.69 with the calculation (weight x rating).

Scarlett Whitening Tiktok Marketing Strategy SWOT Analysis Diagram



Figure 2 Instagram SWOT Analysis Diagram

From the picture of the SWOT analysis diagram on the marketing strategy through Tiktok, it can be concluded that the Scarlett Whitening marketing strategy through the Tiktok application occupies quadrant II, which means that although the marketing strategy through Tiktok has various threats, it still has internal strengths that still support the success of the marketing strategy. The strategies that must be determined in this condition are (Diversification) (Iqbal Al Farizi et al., 2023).

Formulation of SWOT Matrix Strategy Combination

Table 7 Formulation of SWOT Matrix Strategy Combinations

	Strenght	Weakness
Opportunities	Strategi (S-O) 2.6+1.76 = 4.36	Strategi (W-O) 0.85+1.76 = 2.61
Threath	Strategi (S-T) 2.6+0.69 = 3.29	Strategi (W-T) 0.85+0.69 = 1.54

After calculating the scores of the internal and external factors in tables 1 and 2, a SWOT matrix was prepared which aims to formulate SO, WO, ST, WT (Putra 2023), the results of which are as follows:

SWOT Matrix Strategy Formulation

Table 8 formulation of SWOT strategy formulation

IFAS	STRENGHT (Kekuatan) S		WEAKNESS (Kelemahan) W
	1. Promotional content can be easily FYP or Trending 2. Many promos and vouchers provided by Tiktok 3. The video is interesting and not boring 4. Live Streaming with cheap product prices		1. Not so many posts on Tiktok Scarlett Whitening 2. Monotonous sales promotion video 3. Lack of following the trend on Tiktok
EFAS	OPPORTUNITY (Peluang) O	Strategi SO	Strategi WO
	1. Tiktok app provides interesting content ideas according to the Trend 2. The large number of active followers of Tiktok Scarlet Whitening 3. Marketing via Tiktok is facilitated with a yellow basket to make it easier for buyers	1. Utilizing trends on Tiktok to attract the attention of netizens, especially Tiktok users and Scarlett Whitening followers because uploaded videos are easily fyp or trending. 2. Increase interaction with customers during live streaming. 3. Continue to innovate on live streaming so that viewers are getting more and more, so that it is very possible to attract consumer buying interest.	1. Continue to upgrade the contents of Tiktok posts so that they don't seem monotonous. This can be done by utilizing some trending videos. 2. Make more use of the many features that Tiktok has provided, both hastag filters and trending backsounds.

THREAT (Ancaman) T	Strategi ST	Strategi WT
1. Many content creators can outperform Scarlett Whitening's promotional video 2. Stich videos that lead to fake product reviews 3. Giving irresponsible product ratings to the Scarlett Whitening store on Tiktok	1. Continue to upgrade skills and knowledge in order to create videos that are not only interesting but able to excel in the average art. 2. Interact well during live streaming, occasionally providing clarification and testimonials to customers through the live stream. 3. Not indifferent when there are judgments from customers related to fake reviews, or can provide evidence through interesting videos. through interesting videos.	1. Continue to develop new products that attract customers by uploading attractive promotional videos. 2. Retain consumers by improving product quality, interacting well with customers both during live and replying in the comments column.

CONCLUSION

The conclusion obtained from this research is that Scarlett Whitening's marketing strategy through Instagram is calculated to be more effective than through Tiktok. This is indicated by the results of the calculation of the weight and rating of Instagram which occupies quadrant III which means it has fewer weaknesses and has many opportunities in it. According to these results, the strategy that must be determined is (Turn Around Strategy) which requires the company to restore the condition of the decline to a stable company, because the decline in the marketing strategy through Scarlett Whitening Instagram comes from the Internal scope (Mashuri & Nurjannah, 2020). Meanwhile, the SWOT calculation on Tiktok's marketing strategy occupies quadrant II, which means there are more threats. The strategy that must be determined in this condition is (Divesivikasi), a strategy that leads to expanding the company's network with the aim of making the product more widely known to the public (Haryati, 2019). This is in accordance with the marketing strategy through the Tiktok application whose content is still not superior to Instagram.

From the two results of the SWOT calculation on Tiktok marketing and also Scarlett Whitening Instagram, it can be concluded that marketing through social media Scarlett Whitening Instagram and Tiktok has opportunities and also threats from the internal scope, but even so, the two marketing strategies both have values that are not much different from each other (Prajarini, 2020).

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