

Strategi Komunikasi Pemasaran Konten TikTok Bella Clarissa Dalam Mempromosikan *Fashion* Wanita

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ABSTRAK

Perkembangan media sosial, khususnya TikTok, telah membawa perubahan signifikan dalam strategi komunikasi pemasaran industri fashion. TikTok tidak hanya berfungsi sebagai media hiburan, tetapi juga sebagai sarana pemasaran digital yang efektif melalui konten visual dan interaktif. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran konten TikTok yang dilakukan oleh Bella Clarissa dalam mempromosikan fashion wanita serta mengidentifikasi faktor-faktor yang mendukung efektivitas strategi tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Pengumpulan data dilakukan melalui observasi konten, wawancara mendalam dengan Bella Clarissa dan tim, serta dokumentasi. Analisis data mengacu pada teori Social Media Marketing yang mencakup aspek participation, conversation, sharing, presence, dan relationship. Hasil penelitian menunjukkan bahwa strategi komunikasi Bella Clarissa menekankan autentisitas, personal branding, pemanfaatan tren secara selektif, pendekatan soft selling, storytelling, serta kekuatan visual dan estetika konten. Strategi ini mampu meningkatkan engagement audiens dan memperkuat citra merek fashion yang dipromosikan.

Kata kunci: TikTok, strategi komunikasi pemasaran, influencer, fashion, konten digital

The Content Marketing Communication Strategy of Bella Clarissa on TikTok in Promoting Women's Fashion

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ABSTRACT

The rapid development of social media, particularly TikTok, has brought significant changes to marketing communication strategies within the fashion industry. TikTok functions not only as an entertainment platform but also as an effective digital marketing medium through visual and interactive content. This study aims to analyze the marketing communication strategies employed by Bella Clarissa through TikTok content in promoting women's fashion and to identify the factors that support the effectiveness of these strategies. This research adopts a qualitative approach with a descriptive method. Data were collected through content observation, in-depth interviews with Bella Clarissa and her team, and documentation. Data analysis was conducted using the Social Media Marketing theory, which includes the aspects of participation, conversation, sharing, presence, and relationship. The findings indicate that Bella Clarissa's marketing communication strategy emphasizes authenticity, strong personal branding, selective use of trends, soft-selling approaches, storytelling, and visually appealing content aesthetics. These strategies have proven effective in increasing audience engagement and strengthening the brand image of the promoted fashion products.

Keywords: TikTok, marketing communication strategy, influencer, fashion, digital content