

**Strategi Penggunaan Influencer Dalam Campaign Yogurt Gummy
Wonhae Foods di TikTok : Pendekatan Teori Integrated Marketing
Communication (IMC)**

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ABSTRAK

Penelitian ini membahas strategi penggunaan influencer dalam campaign produk Yogurt Gummy oleh Wonhae Foods melalui media sosial TikTok dengan menggunakan pendekatan teori Integrated Marketing Communication (IMC). Latar belakang penelitian ini dilandasi oleh fenomena meningkatnya konsumsi video pendek pada aplikasi TikTok di Indonesia, khususnya di kalangan anak-anak hingga remaja sebagai target utama, serta semakin besarnya peran influencer marketing sebagai strategi komunikasi untuk membangun brand awareness di era digital. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan paradigma konstruktivisme. Data dikumpulkan melalui wawancara mendalam dengan pihak internal Wonhae Foods dan observasi non-partisipan terhadap konten campaign influencer di TikTok, serta dokumentasi pendukung. Analisis dilakukan dengan menelaah strategi pemilihan influencer, proses perencanaan dan implementasi konten, serta strategi komunikasi yang dijalankan dalam campaign. Hasil penelitian menunjukkan bahwa Wonhae Foods secara strategis memanfaatkan kombinasi nano hingga mega influencer sesuai target audiens, menggunakan konten kreatif dengan hook, storytelling, serta memaksimalkan unique selling product berupa bentuk botol Yakult yang ikonik. Integrasi elemen IMC tercermin dari keselarasan pesan yang konsisten dalam konten influencer dengan tujuan brand, yaitu membangun awareness sekaligus mendorong engagement audiens. Temuan ini memberikan kontribusi akademik dalam memperkaya kajian penerapan IMC pada platform TikTok dan menjadi referensi bagi brand dalam merancang strategi influencer marketing yang efektif dan terukur.

Kata Kunci: Integrated Marketing Communication, Influencer Marketing, TikTok, Brand Awareness, Wonhae Foods

Marketing Influencer Utilization Strategy in the Yogurt Gummy Campaign by Wonhae Foods on TikTok : An Integrated Marketing Communication (IMC) Approach

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ABSTRACT

This research examines the strategy of using influencers in the Yogurt Gummy campaign by Wonhae Foods through the social media platform TikTok, employing the Integrated Marketing Communication (IMC) theoretical approach. The background of this research is based on the growing consumption of short-form videos on TikTok in Indonesia, particularly among children and teenagers as the primary target audience, as well as the increasing role of influencer marketing as a communication strategy to build brand awareness in the digital era. This study applies a descriptive qualitative method with a constructivist paradigm. Data were collected through in-depth interview with Wonhae Foods internal parties, non-participant observation of influencer campaign content on TikTok, and supporting documentation. The analysis focuses on influencer selection strategies, the process of content planning and implementation, and the communication strategies employed in the campaign. The findings reveal that Wonhae Foods strategically utilized a combination of nano to mega influencers in accordance with the target audience, leveraging creative content with hooks, storytelling, and maximizing the unique selling product in the form of the iconic Yakult-shaped gummy. The integration of IMC element is reflected in the consistency of influencer-delivered messages with the brand's objectives, namely building awareness while driving audience engagement. This research contributes academically by enriching the discussion on the application of IMC in TikTok-based campaigns and serves as a reference for brands in designing effective and measurable influencer marketing strategies.

Keywords: Integrated Marketing Communication, Influencer Marketing, TikTok, Brand Awareness, Wonhae Foods