

STRATEGI KOMUNIKASI PEMASARAN DIGITAL PADA KONTEN TEH KEPALA DJENGGOT DALAM MENINGKATKAN *BRAND AWARENESS* DI MEDIA SOSIAL TIKTOK

ROSI HIKMIYYAH

ABSTRAK

Teh Kepala Djenggot, merek teh lokal yang telah berdiri sejak 1951 di bawah PT Gunung Subur Sejahtera, menghadapi kesenjangan antara reputasi produk dan tingkat kesadaran merek di benak konsumen, sehingga mendorong perusahaan melakukan pergeseran segmentasi dari Gen X menuju Gen Z dan Milenial akhir melalui platform TikTok. Penelitian ini bertujuan menganalisis strategi komunikasi pemasaran digital Teh Kepala Djenggot melalui konten TikTok dalam meningkatkan *brand awareness*. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus, di mana data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi, serta dianalisis menggunakan model SOSTAC. Hasil penelitian menunjukkan bahwa strategi diawali dengan analisis situasi internal-eksternal sebagai dasar penetapan *brand awareness* sebagai tujuan utama. Teh Kepala Djenggot memosisikan diri sebagai "teh sehat" yang dikomunikasikan secara konsisten melalui tiga content pillar, yakni edukasi/edutainment, entertainment berbasis *trend jacking*, dan promosi *soft selling*. Implementasinya didukung pemanfaatan algoritma FYP, *Hashtag*, *sound* trending, serta pengelolaan kolom komentar yang mendorong terbentuknya komunitas organik. Evaluasi dilakukan secara berkala dengan *Engagement Rate* sebagai KPI utama. Penelitian menunjukkan bahwa strategi tersebut berhasil membawa Teh Kepala Djenggot mencapai tahap *brand recognition* dengan indikasi menuju *brand recall*.

Kata Kunci: *Brand Awareness, Content Marketing, Model SOSTAC, Strategi Komunikasi Pemasaran Digital, TikTok*

***DIGITAL MARKETING COMMUNICATION STRATEGIES IN TEH
KEPALA DJENGGOT'S TIKTOK CONTENT FOR ENHANCING BRAND
AWARENESS***

ROSI HIKMIYYAH

ABSTRACT

Teh Kepala Djenggot, a local tea brand established since 1951 under PT Gunung Subur Sejahtera, faced a gap between product reputation and brand awareness among consumers, prompting the company to shift its audience segmentation from Generation X toward Generation Z and late Millennials through TikTok. This study aims to analyze the digital marketing communication strategy of Teh Kepala Djenggot through TikTok content in enhancing brand awareness. A qualitative case study approach was employed, with data collected through in-depth interviews, observation, and documentation, and analyzed using the SOSTAC model (Chaffey & Smith, 2017). Findings reveal that the strategy began with an internal-external situation analysis as the basis for establishing brand awareness as the primary objective. Teh Kepala Djenggot positioned itself as "healthy tea," communicated consistently through three content pillars: education/edu-tainment, trend jacking-based entertainment, and soft selling promotion. Implementation was supported by strategic use of the FYP algorithm, Hashtags, trending sounds, and active comment section management that fostered organic community formation. Performance was evaluated periodically with Engagement Rate as the primary KPI. The study concludes that this strategy successfully advanced Teh Kepala Djenggot to the brand recognition stage with emerging indicators of brand recall.

Keywords: Brand awareness, Content Marketing, Digital Marketing Communication Strategy, SOSTAC Model, TikTok