

STRATEGI KOMUNIKASI PEMASARAN DIGITAL MOLTO MELALUI TIKTOK AFFILIATE *COMPETITION*

ABSTRAK

Perkembangan media sosial mendorong perusahaan memanfaatkan strategi komunikasi pemasaran digital yang lebih interaktif melalui *affiliate marketing*. Salah satu implementasinya dilakukan oleh PT Unilever Indonesia Tbk. melalui program Molto Parfum Boost French Raspberry TikTok Affiliate Competition. Penelitian ini bertujuan menganalisis strategi komunikasi pemasaran digital pada program tersebut menggunakan model SOSTAC. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran digital Molto telah menerapkan enam elemen SOSTAC, yaitu *situation analysis*, *objectives*, *strategy*, *tactics*, *action*, dan *control*. Program dirancang berdasarkan analisis terhadap konsumen, pesaing, kompetensi perusahaan, tren pasar, serta evaluasi strategi sebelumnya. Tujuan komunikasi difokuskan pada peningkatan *brand awareness*, penyebaran pesan "Wangi Mewah Harga Murah", efisiensi biaya komunikasi, dan penciptaan *user-generated content* melalui afiliator TikTok. Implementasi strategi dilakukan melalui kompetisi afiliator, penyusunan brief konten, serta evaluasi berkala terhadap kualitas dan kuantitas konten yang dihasilkan. Penelitian ini menyimpulkan bahwa Molto Parfum Boost French Raspberry TikTok Affiliate Competition merupakan strategi komunikasi pemasaran digital yang berhasil dalam memperluas penyebaran pesan merek melalui konten autentik dengan biaya komunikasi yang relatif efisien.

Kata Kunci: *strategi komunikasi pemasaran digital, SOSTAC, TikTok Affiliate, Molto*

MOLTO'S DIGITAL MARKETING COMMUNICATION STRATEGY THROUGH THE TIKTOK AFFILIATE COMPETITION

DZIKRA AZIZAH KHAIRUNNISA

ABSTRACT

The rapid growth of social media has encouraged companies to adopt more interactive digital marketing communication strategies through affiliate marketing. One of these initiatives was implemented by PT Unilever Indonesia Tbk. through the Molto Parfum Boost French Raspberry TikTok Affiliate Competition. This study aims to analyze the digital marketing communication strategy employed in the program using the SOSTAC model. This study employed a qualitative approach with a descriptive method. The findings indicate that Molto's digital marketing communication strategy implemented all six elements of the SOSTAC model: Situation analysis, objectives, strategy, tactics, action, and control. The program was designed based on an analysis of consumers, competitors, organizational competencies, market trends, and previous communication strategies. Its objectives focused on increasing brand awareness, communicating the message "Luxury Fragrance at an Affordable Price," improving communication cost efficiency, and encouraging the creation of user-generated content through TikTok affiliates. The strategy was implemented through an affiliate competition, content briefing, and regular evaluations of both content quality and quantity. The study concludes that the Molto Parfum Boost French Raspberry TikTok Affiliate Competition represents an effective digital marketing communication strategy for expanding brand message dissemination through authentic user-generated content while maintaining cost efficiency.

Keywords: *Digital Marketing Communication Strategy, SOSTAC, TikTok Affiliate, Molto.*