

THE EFFECTIVENES OF CELEBRITY ENDORSEMENT IN INCREASING ONLINE ENGAGEMENT OF LOCAL COSMETIC PRODUCT ON THE TIKTOK PLATFORM

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Abstract - Technology is growing so that companies are increasingly intensively carrying out marketing strategies through various platforms, one of which is Tiktok app as the most downloaded application in 2022. Somethinc is the brand name of an Indonesian skincare company that in advertising its products on the Tiktok platform uses a celebrity endorsement strategy with the aim that advertisements are watched and liked by the desired target so as to increase audience trustin the brand. However, there are still content videos that use celebrity endorsements that have notbeen able to reach a high level of engagement. Therefore, this study aims to find out what factors effectively affect high engagement rates. This study is a mixed study that examines various content videos with high engagement rates on content videos that use and do not use celebrity endorsement and analyzed using Engagement Rate per Reach (ERR) and NVivo 12 Plus. The result of this study is that the highest average engagement rate is found in video content using celebrity endorsements in 2022 dan there are factors that are most effective in influencing high online engagement rates in video content that uses and does not use celebrity endorsements, namely Interaction and Educating. In addition, there are other factors that support the two content videos, namely Informing, hashtags, entertainment, persuasion, and reminders.

Index Terms – Engagement Rate per Reach (ERR), Celebrity Endorsement (CE), Video Content (VC), Skincare Product (SP)

I. INTRODUCTION

In the modern era like today, internet networking sites have mushroomed rapidly. This has influenced consumer behavior and forced companies to support commercial and marketing activities through platforms often referred to as social commerce. Social commerce helps every individual in making decisions in purchasing activities in online communities and market places because this media has provided a forum for social interaction with user-generated content from the platform (Wei & Lu, 2013). Social media is very effective because everyone can access it easily and quickly.

The growth of internet users in Indonesia has increased in 2022. Based on the 2022 Indonesian Internet Profile report released by the Indonesian Internet Service Providers Association or APJII, internet users in Indonesia in 2022 are 210 million people or 77.02 percent of the Indonesian population while in 2021 it is 73.7 percent so that internet user growth reaches 4 percent. The percentage of internet users cannot be separated from the platform that attracts attention. One of the platforms that is currently popular is the Tiktok platform. This is according to apptopia data which released the 10 most downloaded applications in 2022 which can be seen in figure 1.1

Fig.1 Top 10 most downloaded apps in the world 2022



Source: apptopia.com

From this picture, the TikTok application managed to grab the first position on the most downloaded applications in 2022 and in the second and third positions, namely Instagram and Cash App. Tiktok presents several features that spoil consumers ranging from unique videos to presenting shopping features so that TikTok is used as a new marketing tool.

One of the products presented in the TikTok application video is a skincare product. Today, skin care trends have undergone changes and developments from year to year. Some people consider skin care as an important necessity to nourish skin health, especially in women. According to data from the Indonesian Association of Companies and Cosmetics (PPAK), cosmetic sales growth in Indonesia fluctuated from 2017-2021. Its growth can be seen in the table below:

Table 1.1 Cosmetic Sales Trends in Indonesia 2017-2021

Year	Sold (In Dollar US)	Growth (In Percent)
2017	6,18	-0,35
2018	6,53	5,6
2019	6,9	5,6
2020	6,95	0,72
2021	7,45	7,19

Based on the table above, the average growth of cosmetic sales in Indonesia in 2017-2021 was 4.78%. Significant growth occurred in 2021 at 7.19%, indicating that the cosmetics industry has a good development trend in the last 5 years. This development occurs in line with the recovery of the national economy so that it is expected to trigger public consumption which has plummeted since 2 years ago.

Local cosmetic products are currently no less competitive with imported products abroad. According to a Populix survey, most women in Indonesia prefer local cosmetic products over foreign cosmetics. Of the 500 women surveyed, 54 percent prefer local cosmetic brands and the remaining 11 percent choose foreign brands to use as daily cosmetics. This shows that local products in terms of price, quality and safety are more suitable for the skin of Indonesian people. Popular local cosmetic products today include somethinc, wardah, avoskin, emina, and lacoco. The five skincare brands are local brands that already have a distribution permit from the Food and Drug Supervisory Agency (BPOM) and are Halal-certified whose quality is guaranteed and safe to use.

The use of local cosmetic products encourages domestic companies to create customer satisfaction. Locally-made products are required to have a differentiating value with competitors so that consumers can recognize the products they sell so that in this digital era many companies advertise their products and services through online media so that there is fierce competition between companies. The large number of choices and promotions from various brands makes consumers can easily move to other products if they feel less satisfied. Today's consumers are in a position of impactful information disclosure making it easy to jump from one product and service to another.

Somethinc is one of the products that uses the services of celebrities on the TikTok application. As per observations, Somethinc's tiktok account @somethincofficial has 2.1 million followers. On 9-4-2022, the Somethinc account posted a video advertising cosmetic products using the services of a celebrity, namely Syahrini. Syahrini is a long-established Indonesian artist. During the approximately 6 months the video was posted, it has been watched by 11.1 million viewers with 51,500 likes, 524 comments, 868 saves, and 46 shares. Consumer interaction in videos is relatively small at under 1% because it is not proportional to the number of people who have watched. The observation was made again 2 months after making the first observation, the number of viewers remained at 11.1 million but the number of likes only increased by 400 likes which is 51,900, comments increased by 6 comments to 530, save 37 to 905 and shares increased 437 to 483 with the conclusion that the number of interactions was still below 1%.

Based on the description of the background and business problems above, the formulation of the problem used in this study is (1) How is the online engagement rate on Tiktok content videos on the Somethinc account in 2021,2022 and 2023 and (2) What factors are effective in increasing high engagement rates on contentthat uses and does not use celebrity endorsements?

II. LITERATURE SURVEY

Marketing Content

One of the most important things in marketing products over the internet is content. According to (McPheat, 2011). Content marketing is publishing content that empowers,engages, educates, and connects readers. Content is considered essential in the digital era which is considered as humans who speak to target consumers about marketed products that are spread on various media platforms such as blogs, social-media, online, and video. One of the characteristics of successful content is that it contains information or entertainment that is relevant, needed and sought after by the target audience. This will encourage them to react, interact, and share content with the intention of building interest, loyalty, and trust in the brand being promoted. There are several important things in creating successful content that can be measured through (McPheat, 2011)

a) Educates

Education in content marketing involves delivering useful, relevant information, and educating the audience on topics related to the products or services offered by the company. By providing useful and educational content, you can build trust, increase customer loyalty, and produce better results in your marketing efforts.

b) Informs

Information in content marketing is the core element used to convey a message to the target audience. It includes relevant facts, data, statistics, and information that aims to provide the audience with knowledge and understanding regarding related products, services, or topics.

c) Entertains

Entertainment elements in content marketing can add value and increase audience engagement. When content marketing is entertaining, audiences tend to be more engaged, more likely to share that content, and can strengthen relationships with brands.

d) Creates Trustworthiness

When your audience feels trust in your brand or company, they're more likely to buy your products or services, provide recommendations, and stay loyal as customers.

Characteristics of Media Social

According to (Antony, 2008) social media is part of online media which has the following characteristics

a) Participation and Engagement

Social media encourages feedback from everyone interested.

b) Openess

Social media is open to receive Balinese feedback and participation. Social media encourages votes, comments, and information.

c) Conversation

Social media is a better place of communication, which uses 2-way communication.

d) Community

Social media allows communities to form quickly and communicate effectively.

e) Connectedness

Social media develops because of their connection to each other by utilizing links that lead to move to other website sources.

Online Engagement

Online engagement is one of the most important things because online engagement can show a good relationship between the company and consumers so that it has an impact on customer loyalty. This is because the more online engagement that occurs, the more a brand will be known by people. Online engagement relates to the psychological state of users which is categorized as an interactive, cocreative experience of users with agents. In the Tiktok online application, engagement is operated through likes, comments, saves, shares. Video posts with lots of likes, comments, saves, and shares show that the content is interesting. In addition, it presents about the success rate of posts. (Sa'adah & Syarief, 2022).

Celebrity Endorsement

According to (Kotler, 2009), Celebrity endorsement is the use of sources to be used as an interesting or popular figure in advertising so that the use of this number can attract consumer attention which can strengthen the image of a brand in the mind of customers.

There are 4 dimensions of celebrity endorsement measured by endorser characteristics in communication, namely the VisCAP model (Setiawan, 2018)

a) Visibility

An endorser is an individual who has enough character to be noticed by the audience. The use of endorsers is because endorsers have been known and have a broad influence on the community with the intention of attracting public attention to the advertised brand.

b) Kredibilitas

The credibility possessed by an endorser plays a big role. This is because the character of the endorser can determine the high and low credibility owned. There are two factors that determine the credibility of an endorser, namely Expertise and Trustworthiness. Expertise refers to the knowledge or experience possessed by an endorser associated with an endorsed brand. Trustworthiness refers to the honesty, integrity, and confidence of an endorser.

c) Attraction

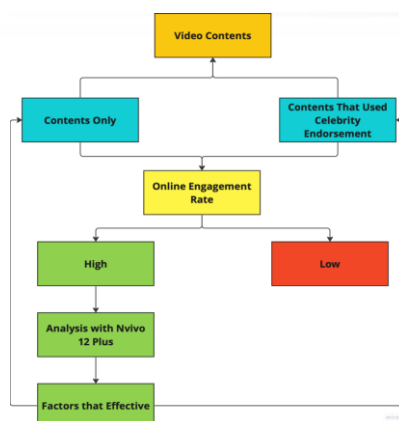
In this dimension, there are two characteristics, namely the charm and similarity possessed by endorsers. Charm is a character seen in terms of physical appearance and personality that will positively understand the brand it supports. Similarity is the similarity of emotional images in advertising that can help in achieving goals in advertising.

d) Power

This character is related to the amount of influence possessed by an endorser. The size of the endorser's name will greatly support this character.

RESEARCH DESIGN

Fig.2 Conceptual Framework



In this study, the videos studied were classified into two, namely content that uses celebrity endorsement and content that does not use celebrity endorsement. Each video is calculated engagement rate and after getting the video with the highest engagement rate, then the video is analyzed using Nvivo 12 plus software. Data analysis is carried out in 3 stages, first copying the content in text form. Second, read the text and do the coding. Third, discourse analysis is the analysis and meaning of content that is relevant to effective content marketing factors so that at the final stage it will be known what factors are effective in increasing average engagement in video content on the Somethinc account.

This type of research is mixed research, namely research using qualitative and quantitative methods that are descriptive.

The data used in this study are secondary data. The secondary data used is in the form of Somethinc content videos that are popular on @Somethincofficial accounts from TikTok application in 2021, 2022, and 2023. The online community used in this study was an audience of Somethinc video content interested in local skincare products.

The population of data used amounted to 3,638 content videos posted on the Tiktok application in 2021,2022 and 2023. This study uses qualitative methods, the sample used is 90 video content with the highest engagement rate which is divided into each year 2021, 2022, and 2023.

The data collection steps in this study are as follows (1) Recording the number of viewers, likes, comments, save and share on video content in the Somethinc account on the TikTok application. (2) Recording the top 30 content videos with engagement rates in 2021,2022, and 2023

This study determines the level of engagement rate and what factors affect the high level of engagement rate. The stages of data analysis carried out are as follows.

1) At this stage, researchers analyzed engagement rates for 30 video content with the highest engagement rates for 2021, 2022 and 2023. The formula for calculating engagement rate using Engagement Rate per Reach (ERR) is as follows

$$\frac{\text{Total Engagement per Post}}{\text{Total Reach per Post}} \times 100$$

Additional informations:

Total Engagement per Post = Total likes + Comments + Save + Shares

Total Reach = Total Viewers

After calculating the ERR, then the ERR results will be compared in each year on video content that does not use celebrity endorsement and uses celebrity endorsement through the number and average percentage of engagement rates for each year.

2) After conducting quantitative data analysis, then researchers will analyze qualitative data using the help of Nvivo 12 plus software. The stages in conducting qualitative research are as follows

a) Data Reduction

In reducing data, researchers will summarize, choose the main things, focus on important things, look for themes and patterns. After calculating the engagement rate for all populations, the data was reduced to 30 samples of content videos with the top engagement rate in 2021,2022, and 2023.

b) Data Display

This display data uses the help of Nvivo 12 Plus software for Windows. Nvivo 12 Plus software is very important to be able to analyze qualitative data efficiently and effectively (Bandur, 2019). The steps in analyzing data using Nvivo 12 plus software are:

i. Transcribe videos into text form.

ii. Do Code and nodes.

iii. Visualization of Results.

c) Conclusion Drawing

The resulting findings can be in the form of information or description of an object that was previously still vague or dark so that after being observed it becomes clear, it can relate causally or interactively, hypotheses or theories.

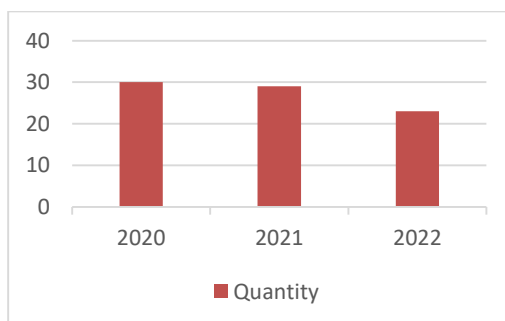
III. RESULT

A. Video Content with the Highest Engagement Rate

Without Celebrity Endorsement

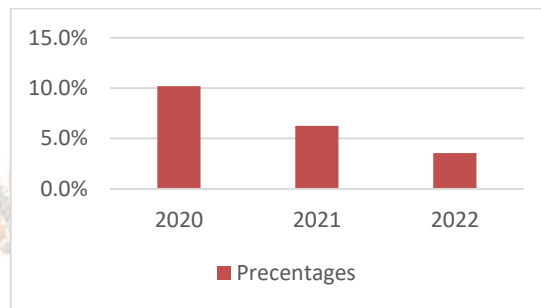
The results of data analysis regarding the ranking of 30 content videos without celebrity endorsements with the highest engagement rates in 2020, 2021 and 2022 can be seen in the comparison of data in chart IV.1 below

IV.1 Number of Video Content Without Celebrity Endorsements with the Highest Engagement Rate in 2020,2021, and 2022



Based on the chart above, in 2020 the number of video content without using celebrity endorsements amounted to 30 videos from the 30 videos with the highest engagement rate. This illustrates that all video content with the highest engagement rate in 2020 does not use celebrity endorsements in attracting audience attention. In 2021, the number of video content without using celebrity endorsements amounted to 29 videos out of 30 videos with the highest engagement rate. This illustrates that the 29 videos can attract the attention of viewers. In 2022, the number of contents without using celebrity endorsements amounted to 22 video content out of the 30 videos with the highest engagement rate. This illustrates that these 22 pieces of content can attract the attention of viewers. In addition to analyzing the number of video content with the highest engagement rate in 2020, 2021, and 2023. Analysis of the average engagement rate in the 3 years can be seen in chart IV.2 below

IV.2 Average percentage of highest engagement rates in 2020, 2021, and 2023

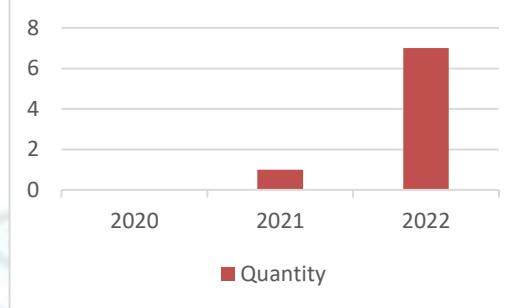


Based on chart IV.2, in 2020, the average engagement rate of video content without using celebrity endorsements was 10.2%. In 2021, the average engagement rate was 6.3% and in 2022, the average engagement rate was 3.5%. This illustrates that over the past 3 years, the number of interactions with video content without using celebrity endorsements has decreased.

With Celebrity Endorsement

The results of data analysis regarding the ranking of 30 content videos with celebrity endorsements with the highest engagement rates in 2020, 2021 and 2022 can be seen in the comparison of data in chart IV.3 below

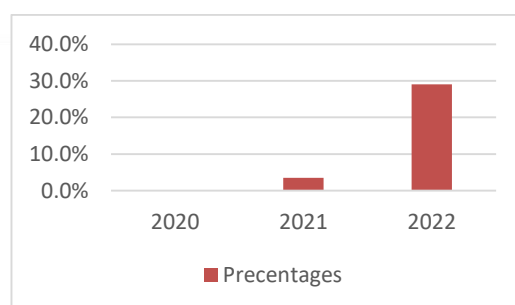
IV.3 Number of Video Content Using Celebrity Endorsements with the Highest Engagement Rate in 2020,2021, and 2022



Based on the chart above, in 2020 the number of video content using celebrity endorsements amounted to 0 videos from 30 videos with the highest engagement rate. This illustrates that there is no video content that uses celebrity endorsement with the highest engagement rate in 2020, so there is no video content that uses celebrity endorsement to attract viewers' attention. In 2021, the number of video content without using celebrity endorsements amounted to 1 video out of 30 videos with the highest engagement rate. This illustrates only 1 video that uses celebrity endorsements that attract the attention of viewers. In 2022, the number of video content using celebrity endorsements is 7 video content out of 30 videos with the highest engagement rate. This illustrates that 7 videos using celebrity endorsements that attract the attention of the audience.

In addition to analyzing the number of video content with the highest engagement rate in 2020, 2021, and 2023. Analysis of the average engagement rate in the 3 years can be seen in chart IV.4 below

IV.4 Average percentage of highest engagement rates in 2020,2021, and 2023



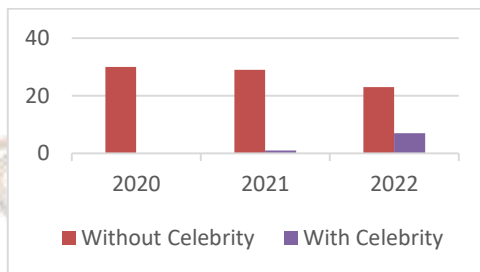
Based on chart IV.4, In 2021, the average engagement rate of video content without using celebrity endorsements was 0% because there was no video content with celebrity endorsements posted in that year in 2021, the average engagement rate was 3.5% and in 2022, the average engagement rate was 29%. This illustrates that over the past 3 years the number of interactions with video content without using celebrity endorsements has increased significantly. This is because the celebrities used mostly use boy bands from Korea. The Korean boy band used to promote their products and brands is the 7-member boy NctDream namely Chenle, Jisung,

Jaemin, Jen0, Haechan Renjun and Mark. However, the video that has a high engagement rate is only 4 members, namely Chenle, Jisung, Renjun, Jaemin, and Jen0. Therefore, the audience was only interested in the four personnel.

Comparison of Engagement Rates on Content Videos without Celebrity Endorsements and with Celebrity Endorsements in 2020,2021, and 2022

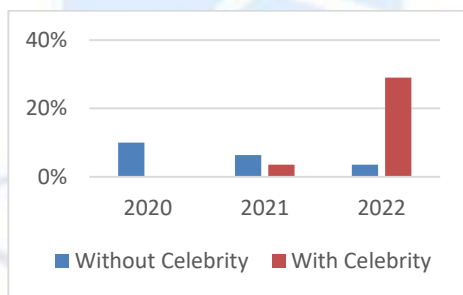
The comparison results of the number of content videos with the highest engagement rate on video content without using celebrity endorsement and using celebrity endorsement can be seen in chart IV.5 below

IV.5 Comparison of the amount of video content without celebrity endorsements and with celebrity endorsements in 2020,2021, and 2022



Based on chart IV.5 above, there is a significant difference between the number of content videos posted on the account @Somethincofficial on the Tiktok account. In 2020, all video content did not use celebrity endorsements because that year was the first year video content was posted on the Tiktok application page. In 2021, most of the content videos posted are videos without using celebrity endorsements compared to using celebrity endorsements. In 2022, video content using celebrity endorsements increased from the previous year even though video content without using celebrity endorsements was more than the video content. A comparative analysis of the average engagement rate on video content without using celebrity endorsements and using celebrity endorsements can be seen in chart IV.6 below

IV.6 Comparison of average engagement rates on videos without celebrity endorsements and with celebrity endorsements in 2020, 2021, and 2022

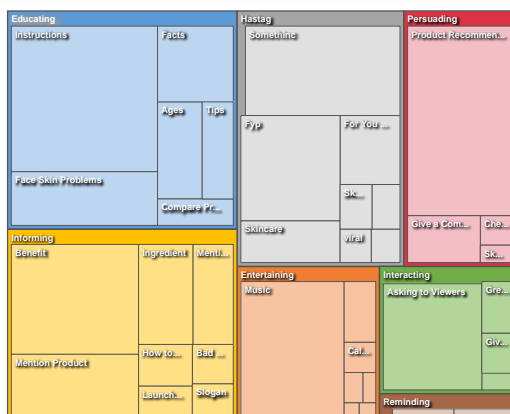


Based on chart IV.6 above, in 2020 the average video content without using celebrity endorsement is greater than video content using celebrity endorsement. This is because that year there was no video content that used celebrity endorsements. In 2021, the average engagement rate on video content without using celebrity endorsements is greater than video content using celebrity endorsements. But in 2022, the average video content that uses celebrity endorsements is significantly greater than video content that does not use. Overall, the average engagement rate on video content without using celebrity endorsement is greater at 2 years and the average percentage of engagement rate is greater on video content using celebrity endorsement.

B. Factors that effective in increasing online engagement rate Without Celebrity Endorsement

In this section, researchers have analyzed what factors dominate in video content that does not use celebrity endorsements. There are 6 factors that dominate the video content. These factors can be seen in figure IV.7 below

IV.7 Factors Affecting High Engagement Rate on Video Content without the use of celebrity endorsements

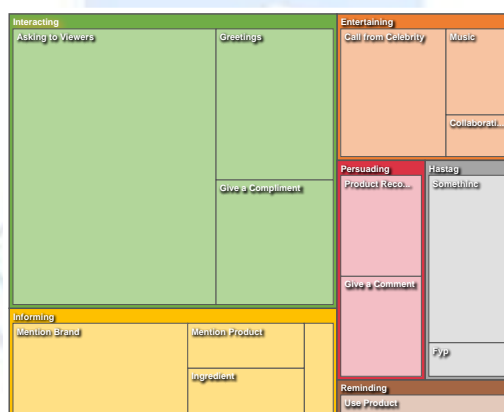


Based on figure IV.7, it is found that the factors contained in video content with high engagement rates are educating, Informing, hastag, persuading, entertaining, interacting, and reminding. The most dominating factor in content videos without celebrity endorsement is Educating and Informing which are located above and below the left. Indicators in the educational factors contained in the video content are instructions on using the product, facial skin problems, facts about skincare, suitable age in using skincare, tips on using skincare, and how to compare facial products. The indicators in the Informing factor that are most contained in the video content are product benefits, mentioning their products, product content, mentioning their brand, how to get promos, information on bad habits in using products, informing about new products and mentioning their slogans. Indicators in the hashtag factors that are most loaded in the video are Somethinc because of their brand name, Fyp to appear on the homepage of the target audience, for you page also to appear on the homepage of the target audience, skincare because of the type of product they sell, skincareroutine related to daily use of the product, viral so that the video is watched a lot, and equally learn to educate the audience. The indicator in the persuading factor that is most contained in the video is product recommendation where the video recommends what products are suitable according to facial skin problems. Give a comment where viewers are invited to comment on the video. Check out the product where the audience is persuaded to buy the product. Skin treatment where the audience is persuaded to treat facial skin. The indicator in the entertaining factor that is most contained in the video content is music which at that time was viral on Tiktok. Conversation where in the video there is a conversation between the same 2 people. Funny that contains funny and liken things that contain facial skin parables. The indicator in the most widely loaded interacting factor is asking to viewers where the video gives questions to the audience. Greetings where the video greets the viewers, answered viewer's questions where the video answers the viewer's questions through comments and give a compliment where the video gives praise to the audience. The indicators in the reminding factor that are most contained in the video are what they should do, which is the video reminds the audience what they should do, and use product, which is to remind the audience to use their product.

With Celebrity Endorsement

In this section, researchers have analyzed what factors dominate in video content that uses celebrity endorsements. There are 6 factors that dominate the video content. These factors can be seen in figure IV.8 below

Figure IV.8 Hierarchy Chart for video content using celebrity endorsement



Based on figure IV.8, it was found that the most dominating factors in video content with high engagement rates that use celebrity endorsements are first Interacting, second, Informing, third entertaining, fourth persuading, fifth Hashtag and sixth Reminding. The indicator in the most dominating interacting factor is first asking to viewers. The video often asks the audience questions. Both greetings, always greet the audience at the beginning of the video. Third, Give a compliment, giving encouragement to the audience. The indicator in the most dominating informing factor is first brand mention. The video always mentions their brand name. Second, mention the product. The video often mentions the products they sell. Third, ingredient. information provided regarding the content of the product. The most dominating indicator in the entertaining factor is first, call from celebrity. The onlookers seemed to get calls from celebrities. Second, music where the music is made so that the audience feels entertained. Third is collaboration. The products they sell collaborate with Korean artists. The indicator in persuading factor that dominates the most is first product recommendation. The video contains products recommended for viewers according to their skin concerns. The most dominating indicators in hashtag factors are somethinc and fyp. The hashtag is created so that the video can reach paraaudiences who have interests that are in line with the video made. The indicator in the most dominating reminding factor is the use product. Where the video reminds the audience to use the product.

IV. CONCLUSIONS

Based on the results of the analysis of the effectiveness of celebrity endorsement in increasing online engagement on local cosmetic product on the tiktok application (case study on somethinc's product) is the highest average engagement rate is found in most video content that uses celebrity endorsements from Korean boy bands, while the number of video content that has the highest engagement rate is found in videos that do not use celebrity endorsements in 2020 and 2021. The factor that most influences high engagement rates on video content that does not use celebrity endorsements is Educating. Other supporting factors are Informing, Hashtag, Persuading, Entertaining, Interacting, and Reminding. Meanwhile, the factor that most affects the high engagement rate on content that uses celebrity endorsement is Interacting. Other supporting factors are Informing, Entertaining, Persuading, Hashtag, and Reminding

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