

## ***The Use Of Tiktok Social Media On The @Nyaimercon Brand To Form Positioning***

### **Penggunaan Media Sosial Tiktok Pada Brand @Nyaimercon Untuk Membentuk Positioning**

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#### **ABSTRACT**

*Globalization has led the world community to the era of the industrial revolution 4.0, this has also triggered the increasing use of social media and online media by all components of society in carrying out their daily lives. One of them is the content produced by the TikTok application. Currently, TikTok is one of the most popular applications in the world. One industry that sees the opportunity of TikTok media is instant culinary @Nyaimercon to carry out its marketing strategy through TikTok online media to form positioning. In this study, TikTok social media is analyzed by looking at Tiktok @Nyaimercon social media as a marketing strategy with a total of 59.7 thousand followers through aspects of message frequency, message feedback, attractiveness and clarity of the messages conveyed. For positioning, the data analysis used is based on the results of researcher interviews with sources selected from internal parties, namely sources from Marshwillow cosmetics marketing communication, TikTok Content Creator and Social Media specialist. The results showed that Tiktok social media both directly and indirectly has a significant role in shaping @nyaimercon's product positioning. Suggestions related to Nyai Mercon's brand positioning after seeing and observing TikTok as a social media marketing strategy include creating content ideas for eating or processing Nyaimercon products that are more interesting and have never existed before.*

**Keywords:** Media Social, Tiktok, Brand Positioning

#### **ABSTRAK**

Globalisasi telah mengantarkan masyarakat dunia pada era revolusi industri 4.0, hal tersebut juga memicu semakin banyaknya penggunaan media sosial dan media online oleh seluruh komponen masyarakat dalam menjalankan kehidupannya sehari-hari. Salah satunya konten yang dihasilkan oleh aplikasi tiktok. Saat ini, TikTok menjadi salah satu aplikasi paling populer di dunia. Salah satu industri yang melihat peluang media tiktok adalah kuliner instan @Nyaimercon untuk melakukan strategi pemasarannya melalui media online TikTok untuk membentuk positioning. Dalam penelitian ini media sosial TikTok dianalisis dengan melihat media sosial Tiktok @Nyaimercon sebagai strategi pemasaran dengan total 59,7 ribu follower melalui aspek frekuensi pesan, feedback pesan, daya tarik dan kejelasan pesan yang disampaikan. Untuk positioning, analisis data yang digunakan berdasarkan hasil wawancara peneliti dengan narasumber yang dipilih dari pihak internal yaitu narasumber dari Marketing communication kosmetik Marshwillow, Content Creator TikTok dan Social Media specialist. Hasil penelitian menunjukkan bahwa media sosial Tiktok baik secara langsung maupun tidak langsung memiliki peran yang signifikan dalam membentuk product positioning @nyaimercon. Saran terkait brand positioning Nyai Mercon setelah melihat dan mengamati tiktok sebagai media social marketing strategy antara lain dengan membuat konten ide makan atau mengolah produk Nyai Mercon yang lebih menarik dan belum pernah ada sebelumnya.

**Kata Kunci:** Media Sosial, Tiktok, Posisi Merek

### **1. Introduction**

The development of globalization has sent the world community in the era of the industrial revolution. The development of the industrial evolution era has also triggered the increasingly massive use of social media and online media by all components. One form of

online transaction is through social media as is the case with TikTok, Instagram, Youtube and others like that. The selection of media plays an important role in promotional activities because without media the message will not reach the desired audience group. Producers realize that the role of the media is mainly quite effective in incorporating brands into the minds of consumers in a way that distinguishes them from competition (positioning). The positioning of a brand is the perception among the target consumers. This perception is based on its functional attributes and benefits and also on the non-functional or emotional associations it acquires mainly from its advertising. Similarly, since it is a perception, it is colored by the attitudes, beliefs and experiences of the target consumer, thus leading to the fact that different segments can perceive the same brand in different ways. In journal writing conducted by (Itca Istia Wahyuni, Dini Salmiyah Fithrah Ali, 2018) was informed that : At the online operational level distribution channels carry a set of values and benefits that are realistic and consistent. For businesses that are market driven oriented, value marketing is cheap, effective, flexible and unique.

Nyaimercon must have a unique selling point to survive in era of digital marketing. In his previous research, it was found that the benefits of Unique Selling Points from The Digital Marketing of Re-branding Bandung become a Smart City conducted by Itca Istia Wahyuni, Dini Salmiyah Fithrah Ali (2018) note that Unique Selling Points are the specialty of the brand compared with competitor. Bandung's Unique Selling is determined by the target market. Bandung's target markets are Smart People that embracing digital life and digital civilization. This Unique Selling points create the differentiation with the other city. This Unique Selling point describes Bandung's positioning as smart city that used digitalized marketing. Than the positioning describe with the #BandungSmartCity tagline. Advances in Economics, Business and Management Research, volume 65 494 Based on Bandung City Positioning, the brand touchpoints selected by Bandung city are create application and facilitated that support digitalized marketing. The several brand touchpoints are SOCA Application, Sweat Generation Application, 5000 Wi-Fi hotspots available around the town, Command center, Bandung 1.0 by digitizing public data and sharing with the citizen of Bandung. Those brand touch points successes to create an equal perception to Bandung. The higher the value contained, the higher the position placed by consumers in their minds.

We can see this indicator, when all or most consumers easily mention our product brand compared to other product brands. Consumers usually buy products or services that provide the best value for them. Therefore, the key to winning and retaining customers is to understand their needs and buying processes better than competitors do and deliver more value. The company can position itself as a company that provides high value to certain target markets, either by offering lower prices or by providing more benefits to support a higher price policy, the company has a competitive advantage. Seeing the benefits that the company gets by providing good product positioning, this is an important note for @nyaimercon to further improve its marketing strategy, one of which is by optimizing the social media TikTok to promote its products, another thing that is no less important is to improve the quality of its product attributes so that @nyaimercon

One of the social media platforms that are widely used for brand positioning is tiktok media. According to data obtained by (mansoor Iqbal, In 2021) TikTok is one of the most preferred apps in the world (at least for those under a certain age), its success is supported by some of the most advanced AI in the world. One of the industries that sees the opportunity of

TikTok media as a means of introducing its trademark is the instant culinary industry @Nyaimercon. Until now, @Nyaimercon products have not been widely known by consumers. As previously explained, baso aci products in @Nyaimercon are not included in the 10 best instant baso recommendations, thus it is necessary to carry out a good marketing strategy so that baso aci and dumpling products produced by Nyaimercon can be known by the foodie

community especially baso aci lovers. Seeing market conditions and the rise of marketing through social media, this opportunity was used by Nyaimercon by starting to carry out its marketing strategy through TikTok online media for the positioning.

Several journals related to the topic in this study were used as comparisons and benchmarks, related to the role of social media on the positioning of a product brand. One of them is a study conducted by (Theresia, 2022) which examines the influence of social media in shaping brand image with the OT Fuji Fujifilm research object. In its research, it is known that in increasing brand awareness of the Fujifilm brand among young people, Fujifilm intensively carries out a series of promotional activities to introduce technology owned by Fujifilm in addition to talking about sales figures. In utilizing Instagram as one of the company's communication media with consumers, PT. Fujifilm Indonesia uses KOL (Key Opinion Leader) as a substitute for Brand Ambassador. Because the use of KOL is considered more flexible when compared to Brand Ambassadors, then evocating the results into the account.

Another research related to the effectiveness of TikTok social media was conducted by Novalia, annisa syifa, anisa balqis, alifa ramadhana which was presented in a journal in 2021 recognizing the Tik Tok application and account that represents Indonesian Iced Tea products. The results of his research show that Es Teh Indonesia optimizes the use of the Tik Tok @estehindonesia application and account where in communicating its products, the *Brand awareness* obtained by Es Teh Indonesia occurs through the stages that stem from the existence of *brand recall*, where at this stage or process, potential consumers can remember or associate brands and products when viewing or hearing about categories products that are indented with Indonesian Iced Tea.

According to several research references, researchers will focus on conducting research related to the use of TikTok social media to form positioning. Based on this background, the author is interested in analyzing whether TikTok social media has a role in shaping positioning as a marketing strategy for a brand, it is necessary to conduct a study on **"The Use Of Tiktok Socialmedia On The @Nyaimercon Brand To Form Positioning"**

## **2. Literature Review**

### **Social Media**

B.K. Lewis in his work entitled *Social Media and Strategic Communication Attitudes and Perceptions among College Students* published in 2010 stated that social media is a label that refers to digital technology that has the potential to make everyone connect and interact, produce and share messages. (Kotler and Keller, 2009) suggest that social media is a medium used by users to exchange information through images, writings, sounds, and videos with individuals, communities or the other group. Social media can be used as a link for information and communication from a producer to a consumer. Consumers will get information about a product from social media and vice versa. Once producers can meet the information needs of consumers by using social media. As stated by (Merril, 2011), mentioning that social media is a potential medium to find consumers / users of products and build a brand image on product. Social media is one of the communication systems that has the following functions: (1). As administration, (2). Media listening and learning, (3). The media thinks and does the planning.

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### **Tiktok**

TikTok is an application that invites users to create and share short videos of 15seconds. This application provides a place to edit videos with features such as background music, adding text, stickers and giving some effects to the videos that have been created. The variety of advanced features offered provides access and convenience for all TikTok users to become content creators with just one application (Massie, 2020). [TikTok Ads Manager](#) provides convenience for its users. With a large audience base and easy-to-use features, anyone can become a marketing expert.

TikTok provides solutions to help grow entrepreneurs' businesses. TikTok [Ads Manager](#) provides the various tools you need to create and manage ads on TikTok. This feature also offers access to a global audience across TikTok. It does not take any special skills to get started, just take a few minutes. The algorithm of how TikTok works is also different from other social media. The chances that your content will be visible to the public are just as great as any other account. Users will often see the content they like, so there is no need to do a lot of research that is so complicated.

### **Positioning**

(Warren J. Keegan, 2007) demonstrating product positioning is a communication strategy based on thinking about space "mental" : positioning refers to the act of putting the brand in the customer's mind over other products in the form of attributes and advantages offered and not offered by the brand. (Dhar, 2007) explains positioning as the purest aspect of marketing where positioning aims to put the brand into the minds of consumers in a way that distinguishes it from competition. The strategic choice involved in this is usually the basis for all other elements of the marketing mix. In the real world, positioning continues to be one of the most interesting aspects of marketing, since the brand operates in a dynamic context in which competitors will not sit back and let their competitors occupies the most desirable position in the mind of the consumer. Positioning is a fresh marketing concept.

The positioning of a brand is the perception among the target consumers. This perception is based on its functional attributes and benefits and also on the non-functional or emotional associations it acquires mainly from its advertising. According to Philip Kotler & Kevin Lane Keller (2009) argues that, marketing communication is a means by which companies seek to inform, persuade, and remind consumers directly or indirectly, about products and brands sold. In essence marketing communications present the voice of the company and its brand and is a means by which companies can create dialogue and build relationships with consumers about how and why The product is used, by what kind of people, and where and when. Consumers can learn about what products, who produces, what brand, suitable for consumption by whom what thus marketing communication has a very important role It is

The selection of media for the delivery of messages requires many considerations. Media selection can be based on consumer involvement in the purchase process of the product offered, radio listening group, television audience, newspaper readers , reach media and costs. The large number of social media users in Indonesia is seen as a good opportunity for marketers to promote their products. According to data obtained by Mansoor Iqbal, In 2021, TikTok is one of the most preferred applications in the world, so this is then used by sellers to inform their products in an effort to form a positioning products offered.

According to Philip Kotler dalam (Wasana, 2008) states that positioning is the act of designing a product, and the marketing mix in order to create a certain impression in the

consumer's mind. The impression in this case is the perception or positive image of consumers towards the company or product. So that consumers will understand and appreciate what the company does to distinguish itself from other competitors. Rhenald Kasali in (Devi, 2009) defines positioning as: "communication strategies to enter the window of the consumer's brain, in order for your product / brand / name to contain a certain meaning which in some ways reflects the superiority towards other products/brands/names in the form of associative relationships"

Paul Temporal (2000) in (Sabrina, 2016) mentioned 12 strategies that can be used to do brand positioning, namely (1) Features and attributes Positioning, (2) Benefits Strategy, (3) Problem-solving Strategy, (4) Competition Positioning, (5 ) Corporate reputation and image Strateg i, (6) Target-user Target-user positioning, (7) Cause Strategy, (8) Aspiration Strategy, (9) Usage Strategy, (10) Value or price Value- positioning strategy, (11) Personality Strategy personality, and (12 ) Emotion Strategy positioning. Positioning can be done by combining two or more of these strategies. A good combination of one strategy with another will be able to support the success of the brandin achieving a competitive advantage

In the process of carrying out positioning must be balanced with good communication, it can also affect the image that the company wants to instill in the targetconsumers. As a form of promotional communication strategy that is carried out through tiktok media can help in the positioning of the products offered. so that awareness is formed in the consumer's opinion in such a way that it acquires a unique and superior position compared to competing products. Based on the description above, the author describes the framework of this research as follows:

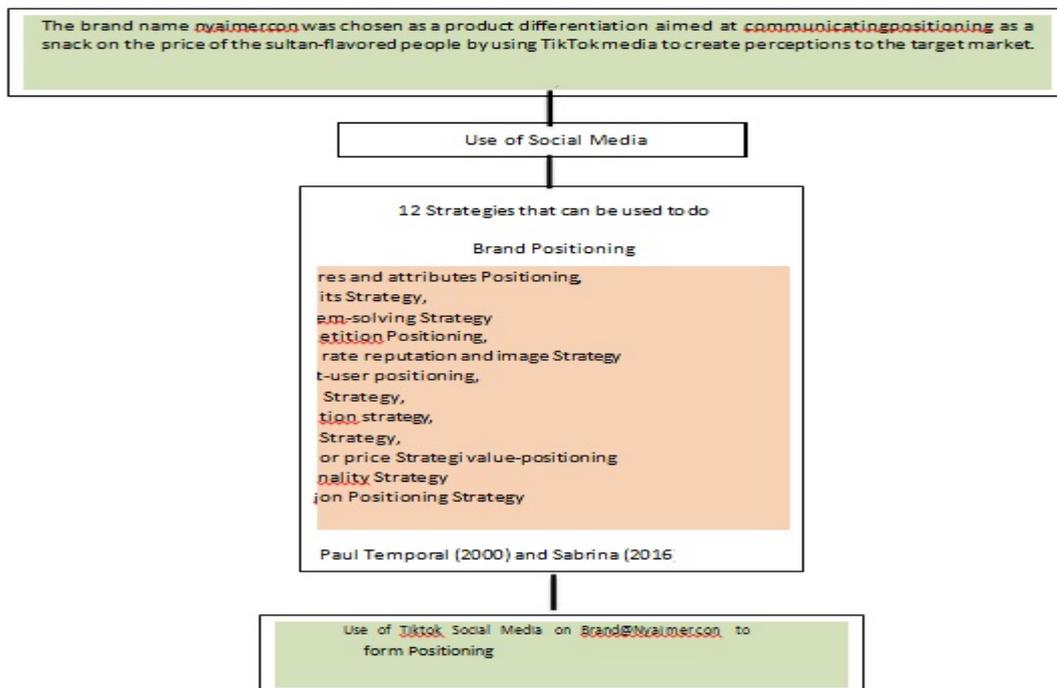


Figure 1. Frame of Mind

### 3. Research Methods

This research is a qualitative descriptive research. One type of descriptive qualitative research is in the form of research with a case study method or approach (*Case Study*). This research focuses intensively on one particular object that studies it as a case. The case study method allows researchers to remain holistic and significant. According to Arikunto (2013), research methods are the way researchers use in collecting research data. The research

conducted by the author with the title Use of Tiktok Social Media on the @Nyaimercon Brand to Form Positioning is a qualitative Descriptive Research with a case approach.

Researchers selected several sources as informants in this study. The resource persons selected from internal parties, namely the speakers from Marketing communication Marshwillow cosmetic, TikTok Content creator and Social Media specialist. Data analysis in this study used the Miles and Huberman model (Sugiyono, 2016) with 1) data collection, 2) data reduction, 3) display data and 4) conclusion. In this study, the author analyzed the role of TikTok social media which of course will see data from @nyaimercon brand social media for later analysis sharpened by interviews and observations, researchers can use participant observation, documents written, archive, historical documents, official records, personal notes or writings and drawings or photographs. Of course, each of these methods will produce different evidence or data, which will then provide different insights about the phenomenon under study. These various views will give birth to a breadth of knowledge to obtain reliable truths. Researchers adjusted the results of internal interviews with the results of external interviews. Later, the interview results will be analyzed and explained descriptively in words, sentences and schemes to draw conclusions and suggestions from this study.

#### 4. Results and Discussions

##### Use of Tiktok social media on the @Nyaimercon Brand

The TikTok @nyaimercon social media marketing strategy will be analyzed from January to July 2022 and viewed based on the aspects of message frequency, message feedback, appeal, and message clarity/completeness, which are more clearly described as follows: Since July 2020 @nyaimercon has been using the social media TikTok to inform and promote its products, be it the viral *baso aci*, the mozzarella cimol, or the cartilage dumplings. Comments are a form of interaction and response given by the audience to the content being broadcast. Audiences can provide responses such as criticism and suggestions, appreciation, opinions on the content, not closing the possibility of features *comments*. It becomes a place for the audience to interact with other audiences. For companies, features *comments* useful for increasing interaction with the audience and becoming *feedback* for the company as the next content evaluation.

Not all feedback that comes through the author's comments column only describes some of it as a sample. Based on the comments received, it can be seen that most of them gave positive feedback on @nyaimercon products. The attractiveness of marketing through social media TikTok can also be seen from the many audiences who give likes or likes. *Likes* is a marker of how much the content is liked by the audience. Feature *likes* shows the audience's interest in the content, the audience realizes their interest in the form of likes for the content.

As a whole, up to July 2022, there were 906,900 viewers who liked the @nyaimercon TikTok account, but if you look at the videos uploaded each month, up to July 14 2022. In general, the message conveyed in the tiktok video @nyaimercon quite clearly informs the product both in terms of product type, price, how to order and delivery.

##### Positioning

In aspect Features and Attributes, Positioning based on attributes is done by highlighting the features and attributes of the product that are considered unique, superior and different from the others. At @nyaimercon positioning is done through the following product attributes. The product brand is made with the name nyaimercon, the name mercon is made with the aim of positioning that this. For processed baso aci products that are made differently than the others. Baso aci which is positioned by Nyaimercon is baso aci, a dumpling using fine bone material which is currently viral among culinary lovers of baso aci with the **produk sultan harga merakyat**. Nesya Bilqish from KOL Specialist @nyaimercon informed that :

"The uniqueness of Nyai Mercon's products is in accordance with its slogan, namely "food with the taste of the sultan at the people's price" with premium taste and quality, but not draining the wallet.

In addition, it can be seen from one of the products *best seller* The two are ranggu bone dumplings and cheese chicken dumplings, which in one product can be processed in three ways at once, boiled, steamed and fried" In line with his opinion, from the results of the interview, information was also obtained based on the opinion of the owner @nyaimercon, who argued that "@nyaimercon was the pioneer in making the thin bone dumplings viral and having the differentiation of having 2 product categories which are included in the ambiguous product & the all-cheese product. This was also stated by Puspa that the uniqueness of Nyaimercon's products came from the food idea that became the pioneer of viral dumplings on social media, namely the ranggu dumplings which made a differentiation where Nyaimercon was the pioneer so it felt more original than similar products.

And it is reinforced by Syida Rahma's statement that "What is unique about @nyaimercon's products is the pioneer of boneless dumplings, where @nyaimercon is the first brand to introduce dumplings in the form of instant packaging that all Indonesians can try. According to Tasya Monica, Marketing Merchandising, Marshwillow by natasha willona, what is unique about the food products produced by @nyaimercon that determines the positioning statement are local snacks but in instant form. So that customers who want to eat instant food don't have to go out to look for it, but they can stock up on products from Nyai Mercon. According to him, the product differentiation of @nyaimercon is in the variants owned by Nyai Mercon. Nyai mercon has many product variants such as ranggu bones, cheese dumplings, cireng, mozzarella, etc

In the benefit strategy, @nyaimercon raises and emphasizes the benefits consumers will get if they choose a particular brand. Nyai Mercon is an instant food product that has the following advantages: 1) Practical and time-saving, 2) Cost Savings, 3) Higienis. Meanwhile, based on Puspa's opinion, that: @nyaimercon's products have a good taste, the right portion, the right price. There are always promos on twin dates like 3.3, and there are always promos every day on live tiktok. This is due to their strategy with endorsed influencers - well-known influencers and also open affiliates for content creators or sellers who want to sell our products, of course also open agents and resellers in every city throughout Indonesia. According to Syifa, the benefits that consumers get include: "The taste can be easily liked by all people, those who like spicy or those who don't like spicy, because the chili or chili oil is separated from it. As for the event program, related to product marketing is good, seen from the existence of events every month when twin numbers, discounts every day during live streaming.

By doing live streaming every day (all the time), being active with the audience or followers on TikTok and Instagram, also doing reviews from people who have tried Nyai Mercon products, whether consumers are artists, influencers, celebrities or agents / resellers who entrust their products. mercon as a mainstay snack product that is delicious and practical." Tasya Monica, Marketing Merchandising, Marshwillow by natasha willona said that the promotion strategy for nyaimercon is in accordance with the current era. It can be seen from the content and videos on his tiktok account, then Nyai Mercon also does tiktok live shopping.

The problem-solving strategy positions the brand as a solution to problems currently being faced by consumers. In this case @nyaimercon offers practical products, because all nyai mercon products Are instant food. as well as to take with you on trips, this is reinforced consumers in with the owner's statement that; "The @nyaimercon product is very helpful in providing snack products. The reason: Nyaimercon products can last up to 1 month in the freezer. Products that are not perishable like this are suitable to be used as stocks for your food

ingredients which are easy to get where Nyai Mercon can be found on several platforms such as Tiktoshop, Shopee, Agents & resellers”.

According to Puspa: the product @nyaimercon is very helpful because our product is not only delicious but has been safely shipped throughout Indonesia because it has gone through a vacuum process and safe aluminum foil packaging, so for buyers, the product is also very easy to obtain because we have marketed our product in e-commerce (tiktok, shopee, tokped and web) and there are already many of our agents in every city so that even buyers have no trouble getting our products. In line with the two statements above, Syifa Rahma also stated that: @nyaimercon helps young people who often prefer instant things (including food) so they can still eat well in a short time and can easily get @nyaimercon products, available in various marketplaces, agents, resellers. Tasya Monica, Marketing Merchandising, Marshwillow by natasha willona gave the same assessment that @nyaimercon products are very helpful because they can be cooked anytime, anywhere and practical.

Competition Positioning is done by explicitly stating the brand's position among competitors, such as stating a ranking in the market, or claiming a position as 'the best. If consumers are asked what comes to their mind when asked about baso aci products, most of them answer that “baso aci is one of the most hunted snacks that everyone makes from starch or aci flour, and is one of @nyaimercon's products. Owner @nyaimercon himself stated in terms of competition positioning @nyaimercon products are made with light packaging, practical cooking methods, can be taken anywhere, can be used as souvenirs. Our superior product is instant dumplings. It is the best flagship product with number 1 sales on TikTok and Shopee. The same thing was expressed by Puspa when asked about instant baso aci that she said "Wow, it's fun, I don't have to make it at home or go to a snack place to get baso aci, and I can also stock aci baso at home, it's very practical and according to her this product has good taste and always fresh products so buyers don't have to worry about bad taste or stale food on the road. However, according to Rahma For in the Garut area itself, instant baso aci has many competitors, many of which also make instant baso aci products. Fortunately, @nyaimercon does not only have instant baso aci products, but also instant dumplings, which are rarely even on the market.

This is reinforced by the statement of the owner @nyaimercon who stated that: "@nyaimercon is most famous among tiktok users. Currently, the hashtag #nyaimercon has been seen by 69.5 million TikTok users, and is still growing every day. According to Puspa, of course @nyaimercon is well known by many people because there are many influencers who advertise, also with a pre-order system because of the large number of orders from buyers, as well as giving a positive impression where Nyaimercon's products do not disappoint and reviews from buyers and influencers those who say the products of nyaimercon are very good. As for the opinion of Tasya Monica, Marketing Merchandising, Marshwillow by natasha willona If you look at the reviews on the tiktok shop, yes it gives a positive impression

The owner of @nyaimercon through interviews described that '@nyaimercon products are in accordance with the needs of today's society because busy work, college, and other demands of life make it less time to cook side dishes and vegetables for daily food. @nyaimercon products can also be consumed by all levels of society, from teenagers to the elderly, with our target market being the upper middle class who have high mobility so they don't have much time to cook. Puspa also said that: because of the development of the era with foods that can be obtained online/instantly, Nyaimercon's products are very suitable for today's people's needs and their products can also be consumed by all groups, because spices (chili oil, salted spices, chili powder) etc.) are packaged separately, therefore for the elderly, parents, younger siblings or friends who don't like spicy or don't like salty and savory, etc., the seasoning application can be adjusted. In line with the owner, Syifa also explained that: today's society prefers things that are instant, easy, and fast. So this was also stated by

Tasya Monica, Marketing Merchandising, Marshwillow by natasha willona that @nyaimercon's products are in accordance with today's people's needs.

In the current positioning aspect, @nyaimercon has not carried out customer social responsibility (CSR) activities. In the future this will be a record for @nyaimercon if the company grows bigger. By looking at the positive feedback from consumers after trying Nyai Mercon's products, it can be said that they are in accordance with what consumers expect. Besides that, Nyai Mercon also always receives input to improve product quality in order to satisfy consumers. If @nyaimercon's product does not meet consumer expectations, @nyaimercon always accepts suggestions, criticisms and complaints. If there is a product that does not meet expectations, we always respond to the customer and are 100% responsible with money back. In Puspa's opinion, the @nyaimercon product is in accordance with what consumers expect because our product has made it very easy for consumers, starting from separate seasoning packages, safe packaging, vacuum processes so they don't spoil easily and most importantly, good taste.

According to Puspa, @nyaimercon also fulfills and resolves consumer problems if @nyaimercon's products do not meet consumer expectations, that is, they are happy to help consumer problems, whether it is the fault of Nyaimercon, the expedition or the buyer, and many refunds/discounts are offered to consumers if the product does not comply with what is expected. In line with Puspa Syifa's opinion, management is also responsible for resolving all problems with related consumers, one of which is by compensating for products if a product does not arrive in accordance with the order.

In aspek Usage Srtategi @Nyaimercon products provide various flavors to attract all consumers to buy the food, because people's tastes are of course different, if there is a product with more than one flavor variant, it will make consumers more interested in buying products that suit their individual tastes. @nyaimercon's technical and tactics make their products have more flavors to attract all consumers for these foods always use flavors that are familiar to the customer's tongue, for example the dumpling product from Nyaimercon, there are already two flavors, rangu bone dumplings & chicken cheese dumplings. Where people are familiar with rangu bones and cheese, Nyai Mercon creates these things in her dumplings. Owner @nyaimercon strengthens with his statement "That's right, we always innovate to sell various kinds of flavors with attractive packaging and food photo/video presentations. The goal is that customers feel confused when choosing what products they want to order, in the end they will be interested in buying more products because of a sense of "curiosity." We make several bundling packages at a more economical price than the unit price. This is an attraction for customers to buy bundling packages that have various flavors."

According to information from puspa @nyaimercon, it provides various flavors to attract all consumers to buy the food, because everyone's tastes are different, so nyaimercon provides various variants so that buyers don't have trouble finding other brands just to want a variant that hasn't been launched yet. For example, Nyaimercon makes dumplings but not only rangu dumplings, there are various flavors/types such as original dumplings with full chicken meat filling, rangu bone dumplings filled with minced chicken and rangu bones, and cheese chicken dumplings filled with minced meat and melted cheese, with these 3 variants nyaimercon also makes 3 products so that there are more variants, so buyers have many options for what products they want to buy, also create bundle packages so buyers can buy many products at a more economical price. Strengthening Puspa Syifa's statement stating that @nyaimercon's technical and tactics make their products have more flavors to attract all consumers to buy food by listening to input from consumers regarding their wishes with new flavors, and trying to realize the desires of most consumers' wishes. This was also stated by Tasya Monica, Marketing Merchandising, Marshwillow by natasha willona that @nyaimercon's technical and tactics make their products have more flavor variants to attract all consumers to

buy the food. Product prices are also used by marketers from positioning their products in the minds of consumers.

Nyaimercon positions its products with a slogan **sultan's products at popular prices**, meaning that the food products sold by Nyaimercon, although they taste good, are relatively affordable and cheap. Puspa stated that the price of the product is affordable and appropriate because the product offered does not disappoint, where the quality of the product is commensurate because it tastes good, the packaging is safe and the product is very practical. Nyaimercon also conducts market surveys regarding the suitability of product prices with consumers' ability/purchasing power, by looking at the average market prices and calculating the product's HPP. Likewise, according to Tasya Monica, Marketing Merchandising, Marshwillow by natasha willona that the prices for @nyaimercon products are appropriate and affordable. Based on Syifa's opinion, the standard price for going out of town is already affordable, but it has not been able to enter all levels of society which are usually more affordable with cheaper market prices (homemade seblak, roadside baso aci)

From the Personality Strategy. The personality that is projected on the brand can be adjusted to the character of the target consumers to be targeted. What identity does the @nyaimercon product want to display? In accordance with its slogan, "food of the sultan at the price of the people". @Nyaimercon also uses an endorsement that matches the identity of the product. According to the owner stated that: "Although many influencers who are considered to be from the sultan's circle review Nyaimercon products, it turns out that Nyaimercon products can still be enjoyed at a relatively affordable price, which is only 20-27 thousand. we do not limit our marketing only in certain circles. We do endorsement collaborations with various influencer categories." For personality, Puspa's strategy states that nyaimercon is positioned as an instant food brand with products that are no cans, great, @nyaimercon uses endorsements that match the product identity, nyaimercon endorses every influencer who is familiar with food products, such as mukbang content creators or reviewers food, content creator cooking etc.

Syifa added that judging from the influencers who really like food, especially spicy food. Positioning is done by relying on the emotional side of consumers. The brand is positioned by elevating the values, character, and emotional side that exist and have been projected on the brand. @nyaimercon products are in accordance with the character of today's society who like instant products, because nyaimercon products are very practical to serve and only take a few minutes to cook. Product @nyaimercon is also in accordance with the character of today's society who like products in terms of characteristics and personality following the development of people's life or lifestyle. in accordance. Today's society tends to have high mobility. Especially among workers / students. So that this very instant nyaimercon product is suitable to be used as a stock that must be owned by people who have high mobility. In the opinion of puspa @nyaimercon, in accordance with the character of today's society who like instant products because there are so many people who are too lazy to go out to buy the food they want, so Nyaimercon offers products that can be reached by everyone in Indonesia (online/buying through e-commerce) and they can keep their own stock at home by freezing our products, so if you want to eat nyaimercon products, just take them in the fridge, fry/boil them, add spices and make it, sates satset bestie. @nyaimercon's products are in accordance with the character of today's society who like products in terms of characteristics and personality following the development of people's life or lifestyle. because that's not all the character of today's generation who wants easy, instant, and innovating food, so nyaimercon offers instant products and a variety of different products and various variants that buyers can choose from. In line with the opinion above, Tasya Monica, Marketing Merchandising, Marshwillow by natasha willona, @nyaimercon products are in accordance with the character of today's society who like instant products because in recent years there

have also been many other brands that make their food products in instant form, now personality people now like instant and online shopping.

## 5. Conclusion

Based on the discussion that the researchers have put forward regarding the use of social media TikTok on the @nyaimercon brand to form positioning, the following conclusions are obtained:

- (1) Social media TikTok used by @nyaimercon as a marketing strategy. @Nyaimercon started using the social media TikTok from July 2020 with a total of 59.7 thousand followers and 906.8 thousand likes. TikTok social media marketing strategy @nyaimercon analyzed from January to July 2022 and viewed based on the aspects of message frequency, message feedback, attractiveness, and message clarity/completeness. The number of videos uploaded via the social media TikTok from July 2021 to July 3, 2022 is 209 videos, for each uploaded video the viewer responds through comments written by the viewer regarding the product being informed. Overall, up to July 2022, there were 906,900 viewers who liked the @nyaimercon TikTok account. In general, the message conveyed in the TikTok video @nyaimercon clearly enough to inform the product both from the type of product, price, how to order and delivery.
- (2) Positioning based on attributes is done by highlighting the features and attributes of the product that are considered unique. The product brand is made with the name nyaimercon, the name mercon is made with the aim of positioning that this product is like a spicy firework and explodes deliciously on the tongue when consumed. Nyaimercon positions its products with a slogan **sultan's products at popular prices**, meaning that the food products sold by Nyaimercon, although they taste good, are relatively affordable and cheap. Positioning is also carried out by emphasizing the convenience aspects of consumers in obtaining products through applications, ease of use of delivery services and after-sales services/warranty offered by Nyaimercon for their products.

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