

The Role of Public Relations as a Digital Marketing Strategy for Facetology Products in Enhancing Brand Awareness on TikTok Social Media

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Abstract

This study analyzes the role of Public Relations (PR) as a digital marketing strategy to enhance the brand awareness of Facetology products on TikTok. As a platform that supports virality, TikTok enables the integration of influencer collaboration, authentic content creation, and responsive community management. This qualitative research employs observation of Facetology's TikTok account, analysis of engagement metrics (likes, views, and comments), and literature studies on digital PR. The results are expected to identify effective PR strategies in digital platforms and assess the improvement in brand awareness. This research aims to provide insights for PR practitioners and digital marketers to optimize TikTok as a medium for building brand awareness in the beauty industry.

Keywords: marketplace, MSMEs, sales, e-commerce, market opportunities, local products

Introduction

The evolution of digital technology has significantly transformed how companies engage with consumers, particularly through social media as a primary marketing platform. Among the rapidly growing platforms, TikTok stands out with millions of active users daily. TikTok's short, dynamic videos and live streaming features allow companies to reach wide audiences creatively and interactively. The primary challenge for companies is determining how to effectively enhance brand awareness using this platform.

Facetology, a beauty and personal care startup in Indonesia, recognizes the importance of a strategic digital marketing approach to boost its brand awareness. Public Relations (PR) plays a crucial role in managing communication and building a positive brand image for Facetology on TikTok. Data from *We Are Social* and *Hootsuite* (2023) indicate that TikTok users in

Indonesia have surpassed 100 million, marking it as a promising medium for digital marketing. However, Facetology's PR team still faces challenges in maximizing TikTok's features to attract attention and build brand awareness.

One powerful feature is live streaming, which enables direct interaction with audiences, in-depth product demonstrations, and personalized experiences. *Statista* (2022) reported that 82% of consumers prefer watching live content to reading posts, and 80% prefer live streaming over email marketing. This highlights live streaming's effectiveness in boosting engagement.

Furthermore, *Badan Pusat Statistik* (BPS, 2021) revealed that over 60% of Indonesian businesses rely on social media for promotion, reflecting the growing importance of digital marketing in brand visibility. *Nielsen* (2021) found that consumers are more likely to purchase from brands they recognize and trust. Therefore, enhancing brand awareness is crucial for

Facetology to stand out and strengthen consumer relationships.

This study examines the role of PR as a digital marketing strategy for Facetology on TikTok, focusing on live streaming. It provides insights for PR practitioners and business owners on TikTok's effectiveness in building brand awareness, while contributing to communication and digital marketing scholarship.

Method

This study employs a qualitative method designed to understand complex social phenomena through in-depth content analysis. According to *Sugiyono* (2019), research methods are systematic scientific processes used to obtain objective data that explain and predict human-related issues.

The study focuses on observing and analyzing content published by Facetology on TikTok. As *Denzin and Lincoln* (2011) note, qualitative research seeks to understand how individuals interpret and assign meaning to experiences. Observation was the main data collection method, allowing researchers to identify patterns, themes, and communication strategies. *Patton* (2002) emphasized that content observation provides deep insight into how messages are constructed and perceived.

Data collected include video views, engagement metrics (likes, comments, shares), and content messages. This comprehensive analysis aims to evaluate how Facetology's PR strategy builds brand awareness via TikTok's live streaming features.

Results and Discussion

Results

In today's digital era, social media particularly TikTok has emerged as an immensely popular platform with millions of active users each day. TikTok provides companies with the opportunity to reach a broader and more potential audience, primarily through engaging short-form video content. The content uploaded and the interactions that occur on TikTok play a crucial role in shaping brand image, while features such as live streaming allow companies to introduce products and enhance audience engagement.

According to *Tjiptono* (2011), there are several levels in the Brand Awareness Pyramid Theory, which can be described as follows:

1. Unaware of Brand: This lowest stage is the position that companies must avoid, as audiences at this level have no knowledge of or confidence in the mentioned brand.
2. Brand Recognition: At this stage, customers are able to recognize the mentioned brand, although they may require assistance or cues to recall it.
3. Brand Recall: Here, audiences can remember the brand without external prompts, indicating that the brand has been firmly embedded in their memory.
4. Top of Mind: This is the highest level, where consumers immediately recall the brand, and it becomes the first one that comes to mind when discussing a specific product category.

Figure 1. Brand Awareness Pyramid



(Source: *Rahmasari & Lutfie*, 2020)

Based on the observation and content analysis conducted on Facetology's official TikTok account, several strategies and implementations of Public Relations were identified, encompassing four main phases: (1) Fact Finding, (2) Planning, (3) Communicating, and (4) Evaluating. These four strategic phases have been implemented by Facetology to build brand awareness on TikTok. Through these strategies, Facetology successfully enhanced its brand recognition among audiences by leveraging TikTok's potential as an effective platform to reach wider consumers.

1. Content Strategy: Choosing the Right Platform (Planning & Communicating Phases), Unaware of Brand → Brand Recognition

A content strategy is a planned and structured approach to creating, managing, and distributing relevant and valuable content

to achieve business and communication objectives. To move from the Unaware of Brand stage to Brand Recognition, Facetology selected TikTok as its primary marketing platform. TikTok was chosen due to its high popularity among younger audiences, particularly Gen Z and Millennials.

Through visual and interactive features such as short videos and live streaming, Facetology was able to build awareness of its brand. This strategy aligns with the Planning phase, which involves identifying the company's objectives and challenges, and the Communicating phase, which focuses on formulating specific messages and goals to be conveyed to the target audience.

Choosing TikTok as the main marketing platform was Facetology's initial step in ensuring that the brand was recognized by its target market. By utilizing TikTok's visual and interactive features, the company created attention-grabbing content that led audiences to recognize the brand. The produced content did not merely focus on product promotion but also emphasized the brand's values, establishing an emotional connection with its audience.

2. Research-Based Content Management Strategy (Fact Finding Phase), Brand Recognition → Brand Recall

The research-based content management strategy focuses on analyzing consumer behavior, preferences, and needs to ensure that the delivered content is not only engaging but also beneficial and aligned with corporate communication objectives. Facetology implemented a research-driven approach to understand the preferences and behaviors of its target market. By producing visually appealing and relatable content, Facetology ensured that its messages were both recognizable and memorable. In developing its content, Facetology designed high-quality visual materials including graphics, videos, and images that reflected the target audience's daily life. The messages were crafted to meet audience needs and desires, ensuring that each piece of content offered added value to consumers.

Authentic content and influencer collaborations also played a vital role in this

strategy. By involving influencers with strong influence over the target market, Facetology was able to convey its message in a more personal and trustworthy manner. This approach helped the brand transition from Brand Recognition to Brand Recall, where audiences could recall the brand without external prompts. Thus, the produced content not only captured attention but also built long-term memory of the brand in consumers' minds.

3. Content Evaluation Strategy Through Algorithmic Analysis (Evaluating Phase), Brand Recall → Top of Mind

The content evaluation strategy through algorithmic analysis is an approach that utilizes analytical tools to measure content performance and understand how audiences respond to it. Using tools such as Social Blade, Facetology monitored key metrics, including follower growth, engagement rates, and content reach.

These data analyses allowed the company to make necessary adjustments, ensuring that the content remained relevant and appealing to the target audience. Continuous evaluation through algorithmic analysis enabled Facetology to identify the most effective content and areas needing improvement. For example, if the data revealed that beauty tutorial videos generated higher engagement than static image posts, Facetology could allocate more resources to video content production.

Adaptation to trends and TikTok's evolving algorithms was also an essential component of this strategy. This ongoing process helped Facetology achieve and maintain the Top of Mind position in consumers' perceptions. By consistently producing relevant and captivating content, and by swiftly adapting to algorithmic and trend shifts, Facetology ensured that its brand remained at the forefront of consumers' minds whenever they discussed beauty products.

Discussion

Based on an in-depth content observation of Facetology's official TikTok account, the digital Public Relations (PR) strategy implemented has played a crucial role in significantly increasing

Facetology's brand awareness. The analysis of various content types produced by the PR team particularly live streaming sessions and short videos demonstrates the effectiveness of this approach in building brand recognition and fostering audience engagement.

Facetology's official TikTok account experienced exponential growth in followers and video views following the implementation of its digital PR campaign. Content involving collaborations with influencers and beauty bloggers proved to be the most effective in reaching a wider audience. Carefully designed PR content strategies such as challenges, giveaways, and live Q&A sessions with influencers or beauty experts successfully generated high levels of user engagement on TikTok.

This success was evident from the drastic increase in likes, comments, shares, and saves. A notable rise in conversations and brand mentions related to Facetology on TikTok also reflected heightened brand awareness and user adoption. Many users voluntarily created and shared content reviewing, recommending, or featuring Facetology products, indicating a strong organic awareness and endorsement effect.

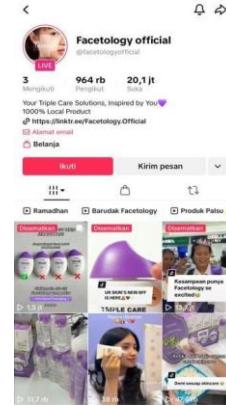
Facetology's brand awareness improvement can be observed through the substantial growth in followers and video views on its official TikTok account. After the digital PR campaign was launched, Facetology successfully captured wider audience attention, as reflected by high engagement across its published content.

Content involving influencer and beauty blogger collaborations proved particularly effective. Influencers with large and relevant audiences expanded the brand's visibility and diversity of reach. One of the campaign's key success indicators was the high volume of likes, comments, and shares on Facetology's posts. Several videos reached thousands of likes, ranging from 2.5K to hundreds of thousands, with some achieving remarkable figures such as 1.2 million likes.

This demonstrates that the produced content not only captured attention but also elicited strong positive audience reactions. Moreover, many users voluntarily created and shared review videos or product recommendations,

signifying a deeper level of brand adoption and familiarity among TikTok users.

Figure 2. Official Facetology TikTok Feed



Source:@Facetologyofficial

Collaboration with influencers was one of the core pillars of Facetology's PR strategy. Influencer doctors such as Dr. Mohamad Hildan Erriansyah, S.Ked, and Dr. Abelina, Dipl. AAM, MM, MARS held positive public images and strong credibility in the fields of health and beauty. They effectively reached Facetology's target audience by delivering accurate and trustworthy information about the brand's products.

The careful selection of influencers with high engagement rates and brand relevance was key to building brand credibility. These influencers did not merely serve as brand ambassadors but acted as bridges between the brand and the audience, providing authenticity and relatability.

Collaborations with these medical influencers not only enhanced consumer trust in Facetology's products but also provided valuable education regarding product usage and benefits.

Figure 3. Facetology Influencer Collaboration



Source:@Facetologyofficial

Furthermore, the utilization of TikTok's built-in features such as TikTok Shop, stickers, effects, and trending music also contributed to the

campaign's success. The TikTok Shop feature, in particular, facilitated direct conversions from awareness to purchase, allowing users to buy products directly from the video content.

This demonstrates that Facetology's PR strategy was not limited to enhancing brand awareness but also effectively translated engagement into tangible sales conversions. Supported by credible influencers from the beauty and health industries, Facetology successfully built stronger relationships with audiences and reinforced product trustworthiness.

User interaction with Facetology's TikTok content yielded highly positive results. Several videos received significant comment volumes, ranging from dozens to hundreds, and even thousands of comments in videos that sparked active discussions.

For example, one of Facetology's videos garnered 2,847 comments, indicating strong audience engagement and interest. These discussions included not only positive feedback but also questions and reactions that demonstrated genuine curiosity about the products.

Such high engagement levels show that users felt involved and emotionally connected with the brand. The responsive and interactive PR approach, such as answering user questions during live Q&A sessions, created a more personalized and dialogic experience for audiences.

This aligns with dialogic communication theory, which emphasizes the importance of two-way interaction in establishing strong and sustainable relationships between brands and consumers.

Figure 4. Comments on One of Facetology's TikTok Posts



Source: @Facetologyofficial

Conclusions

Based on the results and discussion, it can be concluded that the Public Relations (PR) strategy implemented by Facetology on the TikTok platform has successfully enhanced brand awareness significantly. By integrating three core strategic approaches aligned with the stages of Tjiptono's Brand Awareness Pyramid and the Public Relations Strategic Phases, the study demonstrates how each component contributed effectively to the progressive development of brand recognition and recall.

Facetology's decision to select TikTok as its primary marketing platform enabled the brand to transition from the Unaware of Brand stage to Brand Recognition. Leveraging TikTok's popularity among younger audiences, particularly Generation Z and Millennials, allowed the company to communicate engaging and interactive messages that captured attention and fostered emotional connections with consumers corresponding to the Communicating Phase of the PR framework.

The research-based content management strategy played a pivotal role in achieving Brand Recall. Through an in-depth understanding of consumer behavior and preferences, Facetology successfully curated visually appealing and relevant content that provided added value to its audience. This aligns with the Planning Phase, emphasizing data-driven content design to strengthen message retention and emotional resonance.

Furthermore, the evaluation of content performance through algorithmic analytics allowed Facetology to reach the Top of Mind position in consumers' perceptions. By consistently monitoring and adjusting content strategies based on analytical insights, the brand maintained relevance and engagement among its target audience. This process reflects the Evaluating Phase, where data analysis is employed to assess effectiveness and refine communication strategies continuously.

This comprehensive approach ensured that Facetology was not only recognized but also remembered and preferred as a top choice in the beauty product category. A well-structured and executed PR strategy anchored in a deep understanding of target market behavior proved highly effective in enhancing brand awareness.

By leveraging TikTok's unique features and strategic collaborations with influencers, Facetology succeeded in capturing wider audience attention and fostering stronger consumer relationships. Overall, the success of Facetology's PR strategy on TikTok provides valuable insights for PR practitioners and business professionals regarding the importance of strategic platform selection, research-based content management, and continuous evaluation in building and sustaining brand awareness in the digital era.

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