

THE INFLUENCE OF CONTENT MARKETING, INFLUENCERS AND PSYCHOLOGICAL FACTORS ON BRAND AWARENESS OF TIKTOK ADVERTISING*PENGARUH PEMASARAN KONTEN, INFLUENCER DAN FAKTOR PSIKOLOGIS TERHADAP KESADARAN MEREK IKLAN TIKTOK*

By:

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Abstract: The aims of this study is to analyze the influence of content marketing, influencers and psychological factors on brand awareness of Tiktok advertising. The population in this study were students of Sam Ratulangi University. The sampling technique was purposive sampling and obtained 100 respondents that were used as samples. Multiple regression analysis method is used to analyze the effect of the independent variable on the dependent variable. The results showed that partially Content Marketing had no effect on brand awareness of tiktok advertising and Influencers had a significant positive effect on brand awareness of tiktok advertising also psychological factors had a significant positive effect on brand awareness of tiktok advertising. Simultaneously, Content Marketing, Influencers and Psychological Factors have a significant effect on brand awareness of tiktok advertising. Content Marketing are encouraged to always improve their strategies so that they continue to provide the latest breakthroughs and build relationships with customers and potential customers to be able to increase consumer brand awareness.

Keywords: Content marketing, influencers, psychological factors, brand awareness

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh content marketing, influencer dan faktor psikologis terhadap brand awareness iklan Tiktok. Populasi dalam penelitian ini adalah mahasiswa Universitas Sam Ratulangi. Teknik pengambilan sampel adalah purposive sampling dan diperoleh 100 responden yang digunakan sebagai sampel. Metode analisis regresi berganda digunakan untuk menganalisis pengaruh variabel bebas terhadap variabel terikat. Hasil penelitian menunjukkan bahwa secara parsial Content Marketing tidak berpengaruh terhadap kesadaran merek iklan tiktok dan Influencer berpengaruh positif signifikan terhadap kesadaran merek iklan tiktok serta faktor psikologis berpengaruh positif signifikan terhadap kesadaran merek iklan tiktok. Secara simultan, Content Marketing, Influencer dan Faktor Psikologis berpengaruh signifikan terhadap brand awareness iklan tiktok. Content Marketing didorong untuk selalu meningkatkan strateginya agar terus memberikan terobosan-terobosan terbaru dan membangun hubungan dengan pelanggan dan calon pelanggan untuk dapat meningkatkan brand awareness konsumen.

Kata Kunci: Pemasaran konten, influencer, faktor psikologis, kesadaran merek

INTRODUCTION

Research Background

The current global era is a modern era full of rapid development. Everything in this era can be solved in practical ways. Human life that began from simplicity is now a life that can be categorized as very modern, information and communication technology is something that is useful to facilitate all aspects of human life. Today's information world seems to be inseparable from technology. The use of information and communication

technology by the public makes the world of technology increasingly sophisticated. The Technology create digital marketing which is social media marketing that allow anyone to easily sell, promote and buy goods and services. Social media marketing as digital marketing, transforms traditional marketing into interactive marketing, where consumers can interact directly with brands, influencers/brand ambassadors and share experiences directly (Dahl, 2018).

Social media has quickly changed the contemporary marketing approach. It has established a connection between marketers and other consumers, creating new possibilities and opportunities with the aim of increasing consumer brand awareness (Comscore Media, 2009). As marketing tool, social media also has become one of the top avenues for building brand awareness as marketers and companies can use it to socialize with their potential and existing audience. In these times, another social media platform consisting of various short video clips became popular. One of the most popular social media today is TikTok. The application allows users to create music videos with a short duration. During the first quarter (Q1) of 2018, TikTok established itself as the most downloaded application, with 45.8 million times. This number managed to beat several other popular applications such as, YouTube, Facebook, Messenger, and Instagram. TikTok application users in Indonesia are mostly school-age and millennial children or what we know as Generation Z (Handy and Wijaya, 2020).

Since the advent of technology and internet in the form of social media, online advertising has continued to grow with the market competitive. And establishing the good brand awareness is a critical determinant in a competitive market (Bilgin, 2018). Establishing the level of brand awareness is one of the marketers' challenges as reflected in the complicated funnel. In order for a brand to have a high level of awareness, content marketing is very important for companies in creating audience engagement, marketers need to create content that engages users so that it contributes to the company's brand awareness but the content is valuable to customers (Kotler, Kartajaya, and Setiawan, 2017). In addition to content marketing, influencers also play a very important role in the digital era. They give their followers an insight into the brands they love and use in their daily life and even give direct advice on the products their followers should use or not use (De Jans et al., 2019). Psychological factors are the things behind a person in making decisions using social media, within the scope of this research is TikTok (Montag, Yang, and Elthai, 2021).

Based on the reality of the development of social media, especially in social media marketing, one of which in the tiktok platform, it makes companies compete to increase awareness of their brands through Tiktok Advertising. So, it is important to know whether content marketing, influencers and psychological factors of social media influence brand awareness on tiktok advertising. Therefore, researchers are interested in researching this topic is about "the influence of content marketing, influencers and psychological factors on brand awareness of Tiktok advertising".

Research Objectives

1. To determine the influenced Content Marketing on Brand Awareness of Tiktok Advertising
2. To determine the influenced Influencers on Brand Awareness of Tiktok Advertising
3. To determine the influenced Psychological Factors on Brand Awareness of Tiktok Advertising
4. To determine the influenced Content Marketing, Influencers And Psychological Factors on Brand Awareness of Tiktok Advertising

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Armstrong (2010), marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition of marketing according to the Hery (2019), defines marketing management as the art and science of choosing a target market and retaining and growing customers by creating delivering and communicating customer value better. Marketing is also the process by which companies engage customers, build strong customer relationships, and create customer value to capture value from customers in return (Kotler and Armstrong, 2008). It is the connection between people and products, customers and companies.

Social Media

According to Kotler and Keller (2016), Social media is a medium used by consumers to share text, image, sound, and video information with other people, companies, and vice versa. In other words social media is a platform that allows the user to create and exchange content among each other.

Brand Awareness

Brand awareness is a capacity of a given customer to recognize or recall that a given brand belongs to a particular category of products (Romaniuk, Wight, and Faulkner, 2017). Another definition of brand awareness is the probability which the consumers are familiar about the availability and accessibility of the company's product and service (Malik et al, 2013).

Content Marketing

According to Holliman and Rowley (2014:285) Content marketing is known as creating, distributing and sharing relevant, compelling and timely content to engage customers at the appropriate point in their buying consideration processes, such that it encourages them to convert to a business building outcome. Content marketing is the active role of consumer participation to share and be active in the media space of interest (Kilgour, Sasser, and Larke, 2015).

Influencers

According to Keller and Fay (2016), Influencers are consumers who communicate product information and have an impact on other consumers through social media. An influencer is an individual who has the power to influence people and their choices as a result of their interaction with their audience, Influencers are regular people who have built their own community in social media; and gained a significant number of followers via their message or by posting fascinating content on social networking platforms.

Psychological Factors

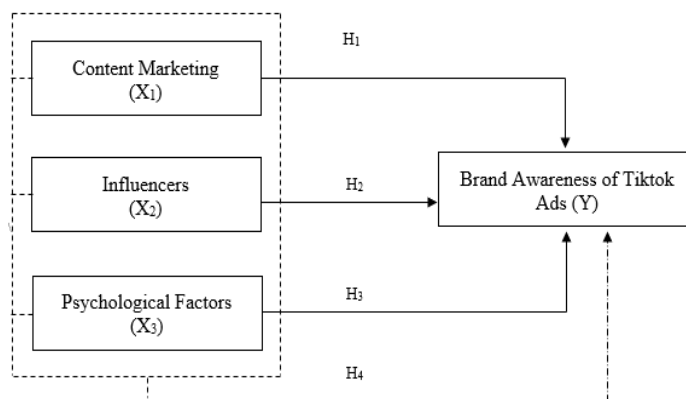
Psychological factors are internal individual factors such as motivation, perception, attitude, learning and personality (De Bono, 2000). The another definition of psychological factors according to Kotler and Keller (2012:182) is the task of marketers to understand what happens in consumer awareness between the arrival of external marketing stimuli and the final purchase decision.

Previous Research

Genoveva (2021) examined the role of content marketing, influencers and psychological factors on brand awareness of SMEs from the prespective of Generation Z. This study uses a quantitative approach, with a questionnaire as a data collection tool. With snowball sampling, the targeted respondents reached 238 people. This study proves that the thing that has the most influence on brand awareness for Generation Z on TikTok is content marketing.

El Kedra and Sener (2020) examined the role of social media and customer engagement as mediating variables in the impact of digital content marketing on brand awareness. The results of this study showed a significant effect of both social media and customer engagement, their total indirect effect as mediators in relationship between digital content marketing and brand awareness was weaker than direct effect that digital content marketing has on brand awareness.

Nguyen (2020) examined the factors affecting brand awareness in the context of viral marketing in Vietnam. Research design is a quantitative method applying Exploratory Factor Analysis (EFA) for a sample size of 552. A multivariate linear regression analysis method is applied to determine the impact level of each factor on brand awareness. The results confirm that social media, messages, attractiveness, spread, credibility, entertainment, and influencers are the factors that positively promote brand awareness in the viral marketing context. For managerial contributions, this study recommends that marketers and enterprises can assess the significance of social media, messages, attractiveness, spread, credibility, entertainment, and influencers on brand awareness in the viral marketing context.

Conceptual Framework**Figure 1. Conceptual Framework***Source: Data Processed (2022)***Research Hypothesis**

H1: Content Marketing influence Brand Awareness of Tiktok Advertising partially

H2: Influencers influence Brand Awareness of Tiktok Advertising partially

H3: Psychological Factors influence Brand Awareness of Tiktok Advertising partially

H4: Content Marketing, Influencers and Psychological Factors influence Brand Awareness of Tiktok Advertising simultaneously

RESEARCH METHOD**Research Approach**

The approach used in this research is quantitative. Arikunto (2006) states that quantitative research is a research approach that is required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results.

Population, Sample and Sampling Technique

According to Sugiyono (2018: 136), population is a generalized area consisting of: objects/subjects that have certain quantities and characteristics that are determined by researchers to be studied and then conclusions are drawn. The population in this research was 24,381 students of Sam Ratulangi University. The number of samples that could be examined in this research was 100 samples by Unsrat Students who having an account on social media Tiktok, and Unsrat students who interested in shopping for certain barnds on Tiktok for being the respondents to fill the questionnaire. In this research, will use the purposive sampling method.

Data Collection Method

The data of this research is collected from the Primary and Secondary Data. The primary data used in this research is the questionnaire that will be distributed to the respondents. The secondary data of this research is taken from journals, textbooks, and relevant literature from library and internet.

Operational Definition of Research Variables

1. Content Marketing (X1): Content marketing is a marketing technique by creating stories that marketers do on tiktok ads, that attempt affect consumer brand awareness, by utilizing digital media to create content that is relevant, useful, and can attract the attention of the audience. (Indicators: localization, personalization, emotions, diversifications of approach, co-creation and trust, ethical and honesty, discussion)
2. Influencers (X2): Influencers on tiktok ads are people with a large number of followers and who have a big influence or impact on the audience, to build brand awareness with the communication product information through social media. (Indicators: relatability, knowledge, helpfulness, confidence, articulation)

3. Psychological Factors (X3): Psychological factors are the methods used by marketers in tiktok advertising to influence brand awareness by recognizing the audience feelings, collecting, and analyzing information, formulating thoughts and opinions and taking actions. (Indicators: motivation, perception, learning, beliefs and attitudes)
4. Brand Awareness (Y): A form brand awareness of tiktok ads that grows by a consumer in the advertised brand through attitudes shown, among others, known and remembered and the decision to buy by consumers (Indicators: recognations, recall, purchahse, consumption)

Data Analysis Method Validity and Reliability Test

Validity test is to see the validity of the questions, the researcher use Validity test. According to Sugiyono (2014) Validity is the degree of accuracy between the data that occurs in the object of research with data that can be reported by researchers. Reliability test is established by testing for both consistency and stability of the answer question. According to Sugiyono (2014), Reliability is an instrument which, if used several times to measure the same object, will produce the same data.

Multiple Linear Regression Analysis

According Santoso (2012: 221), multiple regression analysis is used to predict the size of the dependent variable using data from two or more independent variables of known magnitude. And also Multiple Linear Regression is a statistical method used to form the influence of variable X to variable Y. The equation model of multiple regression analysis which used in this research can formulated as shown below.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

Where:

Y	: Brand Awareness
α	: Constant
X1	: Content Marketing
X2	: Influencers
X3	: Psychological Factors
$\beta_1, \beta_2, \beta_3$: Slope of each independent variable
μ	: Error term

RESULT AND DISCUSSION

Validity and Reliability

In validity test, it shows that all indicator statement items from the Content Marketing (X1), Influencers (X2), Psychological Factors (X3) and Brand Awareness (Y) have a Pearson correlation value greater than r table (0.197). Thus, the entire item statement of the research variable is valid. In reliability test, Content Marketing (X1), Influencers (X2), Psychological Factors (X3) and Brand Awareness (Y) have a Cronbach's alpha value greater than 0.6. This means that the measuring instrument is reliable.

Classical Assumption Test

Normality

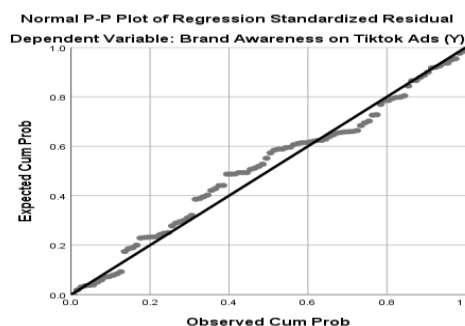


Figure 2. Normality Test

Source: Data Processed (2022)

The graphing data (points) are spread out along the diagonal line, and the spread follows the diagonal line. This demonstrates that the regression model fits the normality requirement.

Heteroscedasticity

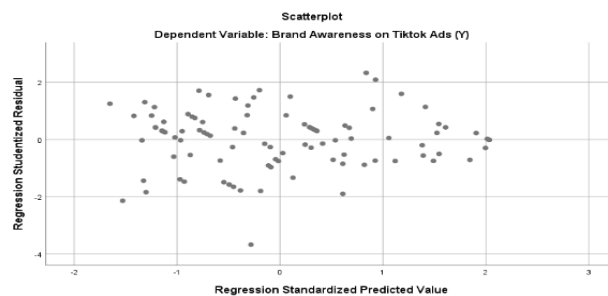


Figure 3. Heteroscedasticity Test

Source: Data Processed (2022)

It can be seen from the scatterplot image above that it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis, so it can be concluded that in this regression model there is no heteroscedasticity

Table 1. Multicollinearity Test

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	-4.724	1.949			-2.423	.017		
Content Marketing (X1)	.048	.057	.069		.840	.403	.359	2.788
Influencer (X2)	.403	.097	.398		4.137	.000	.257	3.884
Psychological Factors (X3)	.531	.102	.464		5.233	.000	.303	3.298

a. Dependent Variable: Brand Awareness of Tiktok Ads (Y)

Source: Data Processed, 2022

Based on the results of the table 1, the independent variable has a Tolerance Value > 0.100 and a VIF < 10.00, so the assumption of multicollinearity has been met or there are no symptoms of multicollinearity.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-4.724	1.949			-2.423	.017
Content Marketing (X1)	.048	.057	.069		.840	.403
Influencer (X2)	.403	.097	.398		4.137	.000
Psychological Factors (X3)	.531	.102	.464		5.233	.000

a. Dependent Variable: Brand Awareness of Tiktok Ads (Y)

Source: Data Processed, 2022

From Table 2, the multiple linear regression equation above it can be interpreted as follows:

- The constant value is -4.724 which states that if the variable Content Marketing (X1), Influencers (X2), and Psychological Factors (X3) is equal to 0, then the Brand Awareness of Tiktok Advertising (Y) is -4.724
- The Content Marketing variable regression coefficient (X1) is 0.048 and is positive, this explain that Content Marketing (X1) have a positive effect on Brand Awareness of Tiktok Advertising (Y) and if Content

Marketing increase by one unit while Influencers (X2) and Psychological Factors (X3) are assumed to be constant, the the Brand Awareness of Tiktok Advertising (Y) will increase by 0.048.

- The regression coefficient for the influencer (X2) is 0.403 and is positive, this explains that the Influencer (X2) has a positive effect on Brand Awareness of Tiktok Advertising (Y) and if the Influencers increase by one unit while Content Marketing (X1) and Psychological Factors (X3) are assumed to be constant, the Brand Awareness of Tiktok Advertising (Y) will change to increase by 0.403.
- The regression coefficient for the Psychological Factors (X3) is 0.531 and is positive, this explains that the Psychological Factors (X3) has a positive effect on Brand Awareness of Tiktok Advertising (Y) and if the Psychological Factors increase by one unit while Content Marketing (X1) and Influencer (X2) are assumed to be constant, the Brand Awareness of Tiktok Advertising (Y) will change to increase by 0.531

Hypothesis Testing

Table 3. T-test

		Coefficients ^a		
	Model	T	t Table	Sig.
1	(Constant)	-2.423		0.017
	Content Marketing (X1)	0.840	1.98499	0.403
	Influencer (X2)	4.137	1.98499	0.000
	Psychological Factors (X3)	5.233	1.98499	0.000

a. Dependent Variable: Brand Awareness of Tiktok Ads (Y)

Source: Data Processed, 2022

From Output in table 3 above result as follows:

1. The t value of the Content Marketing variable (X1) is 0.840 with a significance level of 0.403. t count of 0.840 has a smaller value than t table, namely 1.98499. While the significance level has a value greater Alpha (0.05), namely 0.403. Thus it can be concluded that the Content Marketing variable has no effect on Brand Awareness of Tiktok Advertising so that H1 is rejected, it can be concluded that the first hypothesis which reads "Content Marketing influence Brand Awareness of Tiktok Advertising partially" Not Proven.
2. The t value for the influencer (X2) is 4.137 with a significance level of 0.000. t count 4.137 has a value greater than t table 1.98499. While the significance level has a smaller value than Alpha (0.05), which is 0.000. Thus, it can be concluded that the influencer variable has a significant positive effect on Brand Awareness of Tiktok Advertising so that H2 is accepted and H0 is rejected, so it can be concluded that the second hypothesis which reads "Influencer influence Brand Awareness of Tiktok Advertising partially" Proven.
3. The t value for the Psychological Factors (X3) is 5.233 with a significance level of 0.000. t count 5.233 has a value greater than t table 1.98499. While the significance level has a smaller value than Alpha (0.05) which is 0.000. Thus, it can be concluded that the Psychological Factors variable has significant positive effect on Brand Awareness of Tiktok Advertising so that H2 is accepted and H0 is rejected, so it can be concluded that the third hypothesis which reads "Psychological Factors influence Brand Awareness of Tiktok Advertising partially" Proven.

Simultaneous Testing

Table 4. F-Test

		Anova				
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2803.709	3	934.570	107.835	.000 ^b
	Residual	832.001	96	8.667		
	Total	3635.710	99			

a. Dependent Variable: Brand Awareness of Tiktok Ads (Y)

b. Predictors: (Constant), Psychological Factors (X3), Content Marketing (X1), Influencer (X2)

Source: Data Processed (2022)

Based on the output above, it is known that the significant value is 0.000 with F value is 107.835. The significant value for the effect of X1, X2, and X3 simultaneously on Y is $0.000 < 0.05$ (the significance value is less than 0.05) and for $F_{count} 107,835 > F_{table} 2.71$ (F_{count} is greater than F_{table}) so it can be concluded that Hypothesis 4 is accepted which means that Content Marketing, Influencer and Psychological Factors simultaneously have effect on Brand Awareness of Tiktok Advertising so it can be concluded that Hypothesis 4 is Accepted.

Correlation Coefficient (R)

Table 5. Correlation Coefficient (R)

Model Summary^b	
Model	R
1	.878 ^a

a. Predictors: (Constant), Psychological Factors (X3), Content Marketing (X1), Influencer (X2)

b. Dependent Variable: Brand Awareness of Tiktok Ads (Y)

Source: Data Processed (2022)

Based on the model summary table, it is known that the magnitude of the relationship between the independent variable and the dependent variable calculated by the correlation coefficient is 0.878, so based on the value interval table shows the very strong correlation between the independent variable and the dependent variable.

Correlation Determination (R²)

The coefficient of determination (R²) is to measure how far the model's ability to explain the dependent variable. A small R² value means that the ability of the independent variables to explain the dependent variable is limited. On the other hand, the R² value which is close to one indicates that the independent variables provide almost all the information needed by the independent variable. The R value from the calculations result, using SPSS

Discussion

Content Marketing on Brand Awareness of Tiktok Advertising

Based on the test result, it shows that the t value of the Content Marketing variable (X1) is 0.840 with a significance level of 0.403. t count of 0.840 has a smaller value than t table, namely 1.98499. While the significant level has a value greater than Alpha (0.05), namely 0.403. Thus, it can be concluded that the Content Marketing variable has no effect on Brand Awareness of Tiktok Advertising, which means that Content Marketing are not affected by Brand Awareness of Tiktok Advertising. This result supported previous research by El Kedra et al (2020) that their total indirect effect as mediators in relationship between digital content marketing and brand awareness was weaker than direct effect that digital content marketing has on brand awareness. This showed that the better content marketing carried out by marketers on social media, especially on Tiktok, has not had a direct and significant impact on creating brand awareness of tiktok advertising on social media. From that the concept of marketing content to be used as promotional media through social media as a marketing tool and building relationships with customers and prospective customers to be able to attract and increase consumer brand awareness is still not going well.

Inluencer on Brand Awareness of Tiktok advertising

Based on the test result, it shows that the t value for the Influencer variable (X2) is 4.137 with a significance level of 0.000. t count 4.137 has a value greater than t table 1.98499. While the significant level has a smaller value than Alpha (0.05), which is 0.000. Thus, it can be concluded that the Influencer variable has a significant positive effect on Brand Awareness of Tiktok Advertising, which means that the Influencer affects Brand Awareness of Tiktok Advertising. And this result supported the previous research by Nguyen (2020) The results confirm that influencers are the factors that positively promote brand awareness in the viral marketing context. This research also supported research by Evans, Phua, Lim, & J. (2017) That the effect contributed by influential communicators is to create awareness of a product on social media and in this way create consumption trends emerged. In this study, Influencer is one of the marketing strategies by utilizing social media to

communicate the brand on TikTok advertisements. In other words, the application of influencer marketing is very suitable to be applied to increase brand awareness among consumers.

Psychological Factors on Brand Awareness of Tiktok Advertising

Based on the test result, it shows that the t value for the Psychological Factors variable (X3) is 5.233 with a significance level of 0.000. t count 5.233 has a value greater than t table 1.98499. While the significant level has a smaller value than Alpha (0.05), which means is 0.000. Thus, it can be concluded that the Psychological Factors variable has a significant positive effect on Brand Awareness of Tiktok Advertising, which means that the Psychological Factors affects Brand Awareness of Tiktok Advertising. This result also supported the previous research result of Wang (2020) The result shows that compared to a prior determined brand strategy, brand network centrality in consumer's brand associative knowledge network on psychological factors shows a much more significant positive effect on sustainable brand awareness.

And the results of this study show that psychological factors have a good significant effect on brand awareness.

Content Marketing, Influencer and Psychological Factors on Brand Awareness of Tiktok Advertising

Based on the test result, it shows the value of F. The table shows the calculated F value of 107.835 with a significant level of 0.000, because the significant level is smaller than 0.05 ($0.000 < 0.05$) and the F count is greater than F table ($107.835 > 2.71$) This explains that the independent variables, namely Content Marketing, Influencer and Psychological Factors together / simultaneously have a significant effect on Brand Awareness of Tiktok Advertising at Student of Sam Ratulangi University Manado. Currently, when marketers compete to increase Brand Awareness of their brands, marketers in this case must continue to innovate and develop better strategies. The result of this study are in accordance with the proposed hypothesis, and supported the research of Genoveva (2021) where the variables content marketing, influencers and psychological factors together (simultaneously) have a positive and significant effect on brand awareness of tiktok advertising at Student of Sam Ratulangi Univeristy Manado. Currently, when marketers compete to increase brand awareness of their brands, marketers in this case must continue to innovate and develop better strategies.

CONCLUSION AND RECOMMENDATION

Conclusions

Based on the results of data analysis and discussion, the conclusions of the research on the Influence of Content Marketing, Inleuncer and Psychological Factors on Brand Awareness of Tiktok Advertising are:

1. Content Marketing are not partially Influenced Brand Awareness of Tiktok Advertising at Student of Sam Ratulangi University. From that, it is necessary to maximize the concept of content marketing to be used as promotional media advertising through social media as a marketing tool and build relationships with customers and potential customers to be able to increase consumer brand awareness.
2. Influencers is partially Influenced Brand Awareness of Tiktok Advertising at Student of Sam Ratulangi Univeristy. So that an increase the Influencers will also have an affect on Brand Awareness of Tiktok Advertising.
3. Psychological Factors is partially Influenced Brand Awareness of Tiktok Advertising at Student of Sam Ratulangi University. So that an increase the Psychological Factors will also have an affect on Brand Awareness of Tiktok Advertising.
4. Content Marketing, Influencer and Psychological Factors are together (simultaneously) and significant influenced Brand Awareness of Tiktok Advertising at Student Sam Ratulangi University Manado.

Recommendations

It is highly recommended for marketers, especially on advertisement to improve the strategies of content marketing, influencers and psychological factors. Especially content marketing on brand awareness in online advertising for promotional effectiveness in increasing brand awareness. For this reason. Marketers must improve the concept of content marketing like what consumers want and carefully set promotional strategies, so that consumers will be aware of and know about the brand. To continue to increase brand awareness from consumers, marketers also need to maintain startegies from influencers and psychological factors. It would be better if marketers found a more effective approach to continuously increase brand awareness.

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