

Creating a Video for TikTok Social Media Content Kelirskin with the Theme of Balinese Kecak Dance Local Wisdom

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INFORMASI ARTIKEL

Sejarah Artikel:

Diterima Redaksi: 07 Mei 2024

Revisi Akhir: Juni 2024

Diterbitkan Online: Juni 2024

KATA KUNCI

Social Media, Production, Video, Promotion

KORESPONDENSI

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ABSTRACT

The use of social media, especially TikTok, has become an integral part of digital marketing strategies for many brands, including Kelirskin. In this study, we explore the potential of TikTok as an effective marketing tool to boost Kelirskin product sales with a focus on the theme of Balinese Kecak dance local wisdom. Through pre-production, production, and post-production stages, we designed and created promotional videos that combine the beauty of Bali's nature and culture with the messages inherent in the Kelirskin brand. Despite facing some challenges, such as selecting appropriate settings and proper lighting, the authors successfully overcame these obstacles with creativity and dedication from the production team. By implementing additional strategies, such as researching TikTok user trends, collaborating with influential users, and utilizing TikTok's interactive features, Kelirskin can maximize TikTok's potential as an effective marketing tool to boost their product sales and strengthen their brand position in the digital marketing market.

DOI: <https://doi.org/10.46961/jommit.v8i1>

1. INTRODUCTION

Video production is one way to make a product more known to many people. Well-packaged and creatively made videos can captivate viewers and emotionally connect with them. Good videos provide information, evoke emotions, and create experiences for the audience. This can increase audience engagement, strengthen brand awareness, and drive sales or desired actions.

Video production can have many goals, one of which is to be used as content. According to Pulizzi (2013), content is 'any word, image, or pixel that can be engaged with by another human being; content is compelling content that informs, engages, or amuses.' This definition explains that content is any word, image, or pixel used by another human being to inform, engage, or entertain.

The content itself has many types, one of which is social media content. Social media is an application that many people can use to interact and communicate over long distances. The power of

the Internet is increasing because all activities can be done through social media, ranging from information exchange and virtual meetings to sales and marketing, providing various user benefits. Digital marketing and social media sales are options to simplify distance and time (Tien, 2020).

One example of social media that is currently being widely discussed is TikTok. TikTok is a social media platform that allows users to create short videos for up to 3 minutes, supported by music, filters, and other creative features. In the last three years, the number of TikTok users in Indonesia has increased by 23%. In 2021, most TikTok users worldwide were 20 to 29 years old, accounting for 35% of total users. Meanwhile, users aged 10 to 19 years accounted for only 28%, users aged 30-39 years accounted for 18%, users aged 40 to 49 years accounted for 16.3%, and users over 49 accounted for only 2.7%. So, most TikTok users are in the productive age category (Dihni, 2022). The rapid and significant increase in the number of TikTok users presents a new opportunity for the marketing industry to reach a wider audience and spread information to many people

(Kurniawanto et al., 2022; Shafa & Hidayat, 2022; Wang et al., 2023).

The rapid increase in TikTok users and the prevalence of commerce through social media to increase marketing reach has prompted Kelirskin to capitalize on the opportunity to increase product sales targets. Marketing can be done through the TikTok application to accelerate information updates that enhance purchasing and product interest and generate product reviews. With the brand's high annual targets and collaborative empowerment, innovation is needed to use TikTok marketing media with its algorithms to display videos or advertisements that are more creatively and innovatively made to be watched by many people (Adnyana & Sudaryati, 2022; Meliawati et al. Aruman, 2023).

Creating TikTok social media content videos for Kelirskin is inseparable from selecting themes that distinguish them from other videos. The author chose the local wisdom of the Balinese Kecak dance as the theme of the video to be created. This decision was made because there is a similarity between Kelirskin's vision, which focuses on the natural beauty of Indonesian skin, and the uniqueness and authenticity of the Balinese Kecak dance. The Balinese Kecak dance is not only part of Indonesia's rich cultural heritage but also depicts the natural beauty and strength possessed by the Balinese people. By choosing this theme, the author aims to show that the natural beauty of Indonesian skin can also be reflected in our culture and traditional art.

This research is fundamental because, until now, Kelirskin has yet to fully utilize the potential of the TikTok application as a promotional tool. This research allows Kelirskin to leverage market trends, primarily through social media, to attract consumer interest. This research aims to enhance the role of the TikTok application as a marketing medium and increase Kelirskin sales. Through this research, useful scientific information will be found regarding using the TikTok application as an effective marketing tool to increase sales and facilitate product promotion.

2. Literature Review

2.1. Video

Video is an electronic medium combining audio and visual technologies to produce a dynamic and engaging presentation (Nurfathiyah et al., 2011). Video is part of the audiovisual media that displays images and sound simultaneously without a storyline like a film (Sukiman, 2012). According to Azhar Arsyad (2011:49), video is images within frames, where frame by frame is projected through a projector lens mechanically, making the screen appear alive.

2.2. Social Media

Van Dijk in Nasrullah (2015) states that social media is a platform that focuses on the existence of users, facilitating their activities and collaborations. Therefore, social media is an online medium (facilitator) that strengthens user relationships and serves as a social bond.

Meike and Young in Nasrullah (2015) interpret social media as a convergence between personal communication regarding sharing between individuals (one-to-one sharing) and public media for sharing with anyone without individual specificity.

Mulawarman in Kosasih (2020) explains that social media consists of two words: 'media' and 'social.' Media is a tool used for communication, while social refers to an action or interaction of an individual towards the surrounding society. Social media can be translated as a communication tool for individuals to interact.

2.2.1. Social

Social implies a collection of individuals who interact with each other, thus fostering a sense of togetherness (Aritrimaria, 2013). According to KBBI (Kamus et al. Indonesia), the definition of social is everything related to society. The definition of social can be interpreted broadly. The definition of social can be understood as something within society or societal attitudes in general.

2.2.2. Media

Fatria (2017:136) mentions that media can convey messages and stimulate thoughts, evoke enthusiasm, attention, and students' willingness, thus encouraging the learning process in students. From that opinion, media is an intermediary for conveying messages or information in the communication process between the information giver and the message receiver.

2.3. TikTok Apps

Deriyanto et al. (2018) mentioned that TikTok is the latest social media application with attractive special effects and easy-to-use features, allowing users to create creative videos and communicate through comments and private messages. Bulele & Wibowo (2020) stated that many TikTok users, especially young people who usually view social media as entertainment, have positive aspects in seeking information and business. TikTok is widely used in business activities, especially marketing (Saragih et al., 2022).

2.4. Local Wisdom

Sibarani (2014:114) states that 'local wisdom is the wisdom or original knowledge derived from the noble values of cultural traditions to regulate the order of community life. In other words, local wisdom is the local cultural values used to govern community life wisely and wisely.'

3. CONCEPT OF CREATION

3.1 Pre-Production Methods

The pre-production stage is the initial data search stage conducted by the author to serve as guidelines for the production stage. In

this stage, we conduct data searches and prepare various preparations before entering the production stage, such as research, script, storyline, and storyboard based on the data obtained.

3.1.1 Research

The author's team conducted in-depth initial research to prepare to create video content for Kelirskin's TikTok social media with the theme of Balinese Kecak Dance Local Wisdom. The research focus extended beyond Kelirskin's products alone, delving into the local wisdom encapsulated within. Through direct contact with the product owners and thorough investigation, the team grasped the background, types of products, and cultural roots that inspired each Kelirskin product. They gained insights into the unique natural ingredients, often sourced from Indonesia's natural wealth. Moreover, the research involved exploring trends and video concepts reflecting the beauty of culture and local wisdom that serve as Kelirskin's primary inspiration. Thus, this research not only comprehended the products but also unearthed the essence of local wisdom integral to Kelirskin's product identity and excellence.

3.1.2 Script

Kelirskin: Proud of Your Skin Color

EXT. BALI PANORAMA

We are showcasing the beauty of Bali's panorama with lush terraced rice fields and a calm blue sea.

NARRATOR

Bali is an island rich in natural beauty and culture.

EXT./INT. BALINESE KECAK DANCE

Portraits of Balinese Kecak dancers in magnificent traditional costumes appear on screen.

NARRATOR

Kelirskin finds inspiration from Bali's local wisdom, such as the mesmerizing Kecak dance.

INT. LABORATORY ROOM

A skin scientist from Kelirskin enthusiastically conducts research and development of new products.

NARRATOR

We blend local wisdom with modern innovation in every product of ours.

EXT. BALINESE WOMEN

Portraits of Balinese women with exotic skin colors appear on screen, smiling happily.

NARRATOR

We are proud of the uniqueness of your skin color. Let's celebrate your beauty together with Kelirskin.

The Kelirskin logo appears in the middle of the screen, accompanied by melodious traditional Balinese music.

NARRATOR

Kelirskin: Proud of Your Skin Color. Because your beauty radiates from within.

INT. OFFICE ROOM

Kelirskin's contact information and social media platforms appear on the screen, followed by a brief display of Kelirskin's available products.

NARRATOR

Be part of Indonesia's beauty journey with Kelirskin. Visit our website and discover products tailored for you.

Ending with the Kelirskin logo and tagline "Proud of Your Skin Color"

3.1.3 Needs Analysis

In this stage, the production team considers the technical equipment required and links it with the local wisdom of the Balinese Kecak dance, which is at the core of Kelirskin's products. In addition to standard supplies such as smartphones for filming and proper lighting, we also gather video footage from various sources on the Internet. The team also pays attention to elements that can reflect the beauty and local wisdom of Balinese Kecak dance in video production. For example, in selecting backgrounds for filming and video footage, the team considers videos or locations that are aesthetically pleasing and reflect Indonesia's cultural richness, especially in Balinese Kecak dance, aligning with the values promoted by Kelirskin. Furthermore, using local natural ingredients and creating visually appealing effects, such as water spray from traditional herbal plants, not only adds a creative touch to the video but also strengthens Kelirskin's connection to the local wisdom of Balinese Kecak dance. Thus, this needs analysis ensures smooth production and integrates elements of Balinese Kecak dance's local wisdom, which adds value in conveying Kelirskin's promotional message through the video.

3.1.4 Storyline

Scene	Image Narration	Audio	Location
1	Bali Panorama	Backsound + VO	Exterior - Bali Panorama
2	Portraits of Balinese Kecak dancers in magnificent traditional costumes appear on screen.	Backsound + VO	Exterior/Interior - Balinese Kecak Dance

3	A scientist conducting product research.	Backsound + VO	Interior - Laboratory Room
4	Portraits of Balinese women with exotic skin colors appear on screen. Kelirskin logo.	Backsound + VO	Exterior - Balinese Women
5	Kelirskin logo.	Backsound + VO	Interior - Office Room

3.2 Production Method

The production method of this video involves several meticulous stages to ensure alignment with the concept and message intended to be conveyed in the TikTok social media content "Kelirskin: Proud of Your Skin Color" with the theme of Balinese Kecak Dance Local Wisdom.

Firstly, we selected exterior footage in the Bali panorama location, showcasing the island's natural beauty, including lush green terraced rice fields and calm blue seas. This step aims to introduce Bali as an island rich in natural and cultural beauty, aligning with the message we aim to convey.

Next, we selected exterior and interior footage of the Balinese Kecak Dance, featuring portraits of the dancers in magnificent traditional costumes. This step highlights the inspiration from Bali's local wisdom, particularly the Kecak dance, which is an integral part of Kelirskin's concept.

Subsequently, we chose footage from inside the laboratory, showcasing a skin scientist from Kelirskin enthusiastically conducting research and developing new products. This demonstrated Kelirskin's incorporation of local wisdom with modern innovation in each product.

The next scene portrays portraits of Balinese women with exotic skin colors, smiling happily. We selected this footage to emphasize pride in the uniqueness of skin color, inviting viewers to celebrate each individual's natural beauty with Kelirskin.

Finally, the video concludes with the Kelirskin logo in the middle of the screen, accompanied by melodious traditional Balinese music. Kelirskin's contact information and social media platforms also appear on the screen, followed by a brief display of available products. This step aims to invite viewers to join the beauty journey of Indonesia with Kelirskin.

Thus, through careful and meticulous production stages, this video effectively delivers the message of "Kelirskin: Proud of Your Skin Color" clearly and engagingly while promoting Indonesia's natural beauty and local wisdom to TikTok viewers.

3.3 Post-Production Method

After completing the production stage and finalizing the selection of video footage, we proceeded to the post-production stage for video editing. We used several applications, such as VN Editor, CapCut, and Adobe After Effects, in editing.

3.3.1 Editing Material Preparation

The first stage is separating editing materials, where we categorize footage deemed suitable into the "good" folder and separate unused footage to facilitate the subsequent editing process. This ensures that only quality footage is used in the video production.

3.3.2 Editing Process

The editing begins by importing all the sorted footage into the "good" folder according to the predetermined video flow. Each transition is given appropriate labels to guide viewers in understanding every segment change. Next, we select a suitable soundtrack that aligns with the video concept to add the right atmosphere for the audience, combining uplifting music elements with an Indonesian vibe.

3.3.3 Final Video Review Process

The final video review process is the last stage in production, during which the team thoroughly checks the video before publication. The video is reviewed to ensure the coherence of elements such as visuals, audio, and text with the concept and promotional goals of KelirSkin. Feedback from various stakeholders is also considered to enhance the video's quality. Once approved, the video is deemed ready for publication, ensuring the quality and consistency of the message conveyed to the audience.

4. Results and Discussion

After completing the entire video production, the next step is to publish it on the TikTok social media platform as the outcome of our efforts in creating promotional content with the theme "Kelirskin: Proud of Your Skin Color." Throughout the video production process, we faced several challenges that needed to be overcome to ensure the success of our promotional video.

Firstly, we needed help selecting and capturing videos aligned with the concept and message we wanted to convey. With the theme "Proud of Your Skin Color," we aimed to showcase the beauty of Indonesian nature and culture, especially the Balinese Kecak dance, as an inspiring backdrop.

Additionally, managing lighting posed challenges in the production process. Inappropriate lighting could affect the overall video quality and diminish the visual appeal of our content.

Another challenge was determining suitable transition effects for our content video. We endeavored to create seamless and engaging scene transitions for viewers to ensure that the message we wanted to convey was clear and captivating.

Despite facing various challenges, we successfully overcame all these obstacles with the creativity and dedication of the

production team. We conducted various experiments and adjustments to ensure that the outcome of our promotional video was satisfactory and effective in delivering the "Proud of Your Skin Color" promotional message to our audience on the TikTok platform.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Social media, especially TikTok, has become a significant force in digital marketing, providing excellent opportunities for brands like Kelirskin to expand their marketing reach and increase product sales. The rapid growth of TikTok users, particularly in Indonesia, demonstrates the platform's enormous potential as an effective marketing tool.

In this study, we aimed to enhance the role of the TikTok application as a marketing medium and support the increase in Kelirskin's sales. Through designing promotional videos for TikTok, we conducted pre-production stages involving research, needs analysis, and meticulous storyline planning. Subsequently, we selected production methods aligned with the TikTok content concept and proceeded with post-production processes, including editing and final review.

Despite facing several challenges, such as finding suitable locations, arranging lighting, and determining appropriate transition effects, we successfully overcame these obstacles with the creativity and dedication of the production team. Thus, we are confident that the promotional video produced will effectively convey the message of "Proud of Your Skin Color" to our audience on the TikTok platform, as well as strengthen Kelirskin's presence in the digital marketing market.

5.2 Recommendations

Kelirskin can consider several additional strategies to enhance marketing effectiveness through TikTok. Firstly, they can conduct in-depth research on trends and preferences of Indonesian TikTok users to create more relevant and engaging content. This can be done by analyzing TikTok users' demographic data, interests, and behaviors.

Next, Kelirskin can collaborate with TikTok users with large audiences or significantly influence the platform. Such collaborations can help expand their promotional reach and increase brand exposure among TikTok users.

Furthermore, Kelirskin can leverage the interactive features of TikTok, such as polling, live streaming, or challenges, to engage directly with users. This way, they can build more robust engagement and strengthen relationships with their audience.

By implementing these strategies and producing creative content, Kelirskin can maximize the potential of TikTok as an effective marketing tool. This is expected to help them significantly

increase product sales and reinforce their brand's position in the digital marketing market.

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