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THE INFLUENCE OF DIGITAL MARKETING ON BRAND AWARENESS ON MUKENA PRODUCTS THROUGH THE TIKTOK APPLICATION AT AWALIALDI COLLECTION TASIKMALAYA REGENCY

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Abstract. The Awialaldi Collection, Local MSMEs in Tasikmalaya Regency, Engaged in Making Mukena as Muslim Fashion. Awialaldi Collection is a local MSME in Tasikmalaya Regency that has the potential to produce mukena for use as part of Muslim fashion. Facing frequent competitive forces, Awialaldi Collection is employing a digital marketing strategy that includes product usage videos, customer reviews, and collaborations with influencers on the TikTok media platform. Method: This is a quantitative study that uses descriptive methods and has critical capabilities. TikTok Digital Marketing by Awialaldi Collection falls under the 'Good' category. This is supported by the findings of a recapitulation of respondents' answers, which indicates that the total score obtained is equal to 3,214 out of a maximum of 3,880. The promotions running on TikTok are believed to effectively capture societal interests and create a positive conviction for the mukena from Awialaldi Collection. The outcome of a simple linear regression analysis shows that digital marketing via TikTok has a positive and significant impact on brand awareness. This is indicated by the regression coefficient value (0.786, P-value = 0.000, t-table = 1.661). Moreover, the R² value of 0.490 indicates that 49.0% of the increase in brand awareness is attributed to digital marketing, while the remaining 51% comes from other factors not studied in this research (such as product quality, price, or service).

Keyword; Brand Awareness, Digital Marketing, Awalaldi Collection, Titok.

1 Introduction

The emergence of digital technology has led to transformation in everything, from business to marketing and beyond. Digital marketing has become the main strategy applied by business actors to launch their products, create a certain image of a brand, and embrace a larger market. This is the noble point of digital marketing: to use technology to facilitate interactive and personalized communication with a targeted audience. According to Ryan (2020), digital marketing is a form of marketing that utilizes digital platforms and technology in order to engage with consumers. One of the most common methods is article promotion through social networks, which has great capacity for immediate introduction to thousands.

For all social media networks, TikTok has emerged as one of the most popular digital marketing mediums. TikTok is not just a place to be entertained; it's also a platform to strategically connect with audiences through short-form video content that has the potential to go viral. According to DataReportal (2023), Indonesia is the fifth fastest-growing platform in actively using TikTok as a social media network, especially among its young people. TikTok's marketing strategies have been effectively creating a brand for itself in the minds of consumers. In Keller (2021), brand awareness is defined as a consumer's ability to recognize or recall a certain brand in the context of a product category. The more a consumer

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is aware of the brand, the stronger the likelihood that this brand will be chosen in the purchasing decision process.

I am wondering how small and medium companies are taking advantage of this promotional platform. One of them is Awialaldi Collection, a local MSME in Tasikmalaya Regency that produces mukena as part of Muslim fashion products. Amid the pressure of market competition, Awialaldi Collection applies digital marketing promotion methods through TikTok content creation by showcasing product use videos and customer testimonials, as well as working with influencers.

However, the findings reveal that one way brand awareness is limited through TikTok is due to insurmountable challenges:

1. promotions conducted are not fully effective in reaching broad market coverage, resulting in the name of Awialaldi Collection not being widely recognized.
2. Inadequate processing in the equipment results in transactions over a network with insufficient speed, leading to customer complaints.

Moreover, the sales data varies over the course of 2024 but peaks in March and December, corresponding to Ramadan time and year-end; at other times, such as September, it experiences a sharp decline. This drop is believed to result from weakened efforts in digital promotion and poor consumer response to TikTok content during that period.

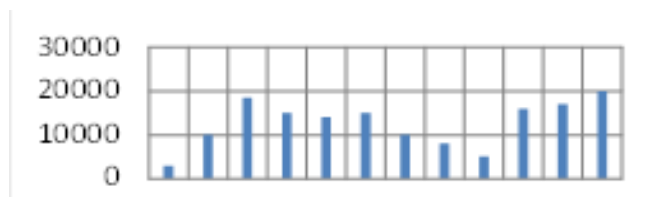


Fig 1. Sales data of prayer garments 2024

Therefore, business actors such as Awialaldi Collection need to consider the use of digital marketing. Source: Awialaldi Collection Sales Data Chart. Information:

1. Sales picked up in March and December (Ramadan).
2. I had a huge drop in September and wasn't really posting much that month or advertising.

It supports the view (Gayatri, 2021) that the success of digital marketing is not solely predicated on the volume of content but also on how effectively a message can be delivered through media such as TikTok to generate brand awareness among consumers. In this context, the research aimed to investigate 'The Impact of Digital Marketing on Brand Awareness for Mukena Products through the TikTok Application at Awialaldi Collection, Tasikmalaya Regency.'

2 Literature Review

2.1 Digital Marketing

The increasing use of the internet and technology is resulting in digital marketing becoming an extremely popular strategy, used by practically all marketers in the world, which makes the internet a very promising field. Digital marketing is advertising communicated through the internet, mobile devices, and gaming consoles, providing unprecedented access to marketing. This has implications for the tactic of shifting marketing budgets away from

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traditional marketing (TV, radio, and print) towards new technological media that are interactive. (Ardani 2015) Performance KPIs: There are a total of five performance indicators to clarify the effectiveness of your digital marketing plan in general and on social media, for example, on TikTok. Accessibility, interactivity, entertainment, trust, and informativeness were the five indicators.

2.2 Tiktok Social Media

TikTok, a short video app developed by the Beijing-based publisher ByteDance, is quickly growing in popularity around the world, becoming one of the most popular social media apps. TikTok is one of the top downloaded apps and has a very high user engagement rate (Annie, 2023). It is immensely suitable from a digital marketing perspective as it offers various promotional options, including TikTok Ads, hashtag challenges, and influencer-led content collaborations.

2.3 Brand Awareness

Brand awareness is a kind of awareness related to the strength of brands in people's memories, reflected in the minds of consumers. It enables people to identify various elements of brands, including brand names, logos, symbols, characters, packaging, and slogans, which can be quickly recognized under different situations based on their quality or characteristics (Musyoka & Muthama, 2015). Factors that affect brand awareness include product quality, which makes consumers satisfied if it meets or exceeds their desires and expectations, advertising as one of the communication tools through which the company advertises its product or brand information, and promotional activities that inform consumers about the advantages of the products and persuade them to buy certain items (Arianty & A.2021)

3 Research Method

3.1 Approach and Design

This study adopts a quantitative, descriptive, and verifiable investigation. The purpose of this research was to determine the effect of digital marketing on the brand awareness of AwaliaIdi Collection Mukena through TikTok. The descriptive method describes what happens, and the verifiable method tests hypotheses based on what was described. This research uses a type of survey with a questionnaire sampling technique for respondents who are potential consumers or followers of the TikTok account AwaliaIdi Collection. The method of analysis was conducted using simple linear regression analysis and SPSS.

3.2 Data Sources and Types

In the present paper, a mix of primary and secondary data has been utilized by the author to obtain a well-rounded and scientifically sound result. The parameters of the data types applied are:

1. Primary data is collected by distributing an online questionnaire to respondents who are active TikTok users and interact with or are interested in the AwaliaIdi Collection mukena products.
2. Secondary data, extracted from a collection of literature (science journals, recent academic textbooks, and online articles or well-written previous reports), is used to support the generation of the theoretical framework and add value to the data analysis.

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The combination of both data types is intended to enable a comprehensive understanding of the phenomenon and to increase the validity and reliability of the findings.

3.3 Data Analysis

The direction of the relationship between the free variable and the bound variable, as well as the prediction of the value of the bound variable if the free variable increases (or decreases), is performed through simple linear regression analysis.

Table 1. Simple Linear Regression

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	
	(Constant)	8.749	2.633		3.322
1	<i>Digital Marketing</i>	.587	.061	.700	9.549
a. Dependent Variable: <i>Brand awareness</i>					

From the coefficients table, a significant value of $0.000 < 0.05$ indicates that the impact of Digital Marketing on Brand Awareness is statistically significant at a particular level. You can check this determination analysis to determine what percentage the contribution from the free variable is to the bound variable.

Table 2. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^a	.490	.484	2.084
a. Predictors: (Constant), <i>Digital Marketing</i>				

According to Table 6, the R Square (R^2) value is equal to 0.490. It is explained that the variable of Digital Marketing through TikTok has been able to explain the variation of 49.0 percent in brand awareness regarding Mukena's revenue in AwaliaIdi Collection, Tasikmalaya Regency. The remaining 51.0% is attributed to unexplained factors within this model. Therefore, the better the use of Digital Marketing on TikTok, the greater the brand awareness of AwaliaIdi Collection's Mukena in consumers' minds.

4 Results

The study concludes that digital marketing has a positive significant effect on the brand awareness of mukena products through the TikTok application in the AwaliaIdi collection, Tasikmalaya Regency. This has been demonstrated through a simple linear regression test

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where $T\text{-value} = 9.549 > T\text{-table } 1.661$, and the significance value is $0.001 < 0.05$. Therefore, the alternative hypothesis (H_a) is accepted, indicating that there is a relational influence of digital marketing on brand awareness. These results indicate that digital technology, specifically the TikTok application, has a significant effect on brand awareness of the mukena Awialaldi collection product.

It can be seen from the digital marketing variable that, from the result of the non-collinearity test, overall respondents rated fairly highly regarding the promotion's quality and effectiveness initiated by Awialaldi Collection via TikTok. One of the control statements is accessibility, where the majority of respondents claimed that it is simple to access Awialaldi's TikTok account anytime, and product information commonly appears in its content. This corroborates the argument made by Ardani (2022) that access is the key to success for digital marketing strategies.

Derived from the net result of the research above, it can be inferred that the digital marketing strategy employed by Awialaldi Collection has been successful in building and reinforcing brand awareness for consumers, particularly active TikTok users. The series of findings of the present study support Roberts' (2021) proposition that digital creative and interactive content are highly effective in creating brand awareness and positive perceptions in the minds of consumers.

As there are also shortages in the trust indicator, this is demonstrated by the lowest statement score, which was "Awialaldi provides confidence to consumers in terms of guarantee (risk) from money back and exchange with good quality products," with an overall score of 406 out of a total possible score of 485.

While it is still considered good, this value indicates that some respondents do not believe in the uniformity of post-sales service assurance supplied by Awialaldi Collection. Various factors that can lead to this condition include:

1. No indication of how to exchange or return items in promotional material.
2. No product proof (videos of a person who has purchased or refunded).
3. Non-transparency or lack of affirmation of warranty policies offered throughout TikTok in general.

Significance of weak link It implies that consumer trust is not only anchored in the quality of the product; it must also be supported by strong, reasonable protection remedies that are effectively communicated consistently. Thus, Awialaldi Collection should strengthen this trust by improving after-sales service education through its digital content.

It is also proven by the brand awareness variable, where the level of brand awareness for the Awialaldi Collection mukena is generally high. This is evidenced by the response scores of respondents to certain statements indicating brand recall, recognition, tendency to buy, and consistency in remembering a brand when considering related products from its competition, particularly in the 'Agree' and 'Strongly Agree' categories. High scores on the brand recall and recognition indicators suggest that most consumers can easily recall their brand name (both visually and through verbal branding), especially through the promotional content they see on TikTok. On the other hand, in the purchasing and consumption areas, it is also shown that most respondents have indicated that when they think about buying mukena, they always consider Awialaldi Collection. They even remember the brand when using competitors' products. In this regard, the digital marketing tactics implemented via TikTok have proven to be effective in influencing consumer perceptions, creating a strong

bond between the audience and the brand—an essential element of brand awareness based on Keller's model (2021).

5 Discussion

The study's results reveal that digital marketing has a positive and significant impact on the brand awareness of mukena products through the TikTok application at Awialaldi Collection in Tasikmalaya Regency. This can be verified by a simple linear regression test, which has a T-value of 9.549, greater than the T-table value of 1.661, and a significant value of 0.001, which is less than 0.05. Consequently, the alternative hypothesis (H_a) is supported, indicating an influence of digital marketing on brand awareness. These results indicate that digital technology, especially the TikTok application, can also have a positive effect on increasing brand awareness of mukena Awialaldi Collection products.

We found that in the digital marketing variable, as seen from the results of the data tallying, overall respondents assigned a good assessment of the quality and effectiveness of promotions made by Awialaldi Collection through TikTok. One of the significant perceptions is accessibility, in which respondents agreed that people can access Awialaldi's TikTok account easily anytime, and it is easy to get information about products through their content. This supports Ardani's (2022) assertion that accessibility is the key to success for digital marketing strategies. According to the overall analysis results, it can be concluded that the digital marketing conducted by Awialaldi Collection has succeeded in building and raising consumers' brand awareness, particularly among active TikTok users. These results justify the earlier proposition of Roberts (2021) about creating interactive and creative digital content, which is highly effective in creating brand awareness and building positive attitudes among consumers.

Nevertheless, there are weaknesses in the trust indicator, as indicated by the lowest score statement: "Awialaldi provides guaranteed trust to consumers through a money-back guarantee or exchange for good quality products," with a total score of 406 out of a maximum score of 485. It is still in the "good" category, but this value indicates that the quality of after-sales service guarantees for Awialaldi Collection products is not yet fully trusted by all respondents. Some potential causes are:

1. Ambiguity about the process of swapping or returning items, disclaimers in promotional material,
2. lack of video proof (such as testimonial videos from those who have returned or refunded items), and
3. failure to disclose or confirm warranty practices, which are commonly shown on TikTok.

This vulnerability is an important reminder: consumer trust isn't just about the quality of products; it's also about the certainty that the interests of consumers are covered by clear, consistent guarantees. Therefore, Awialaldi Collection should raise this trust by improving its post-sales service education in digital content.

From the brand awareness variable, the overall result of this study indicates that the level of brand awareness for Awialaldi Collection's mukena product is in the high category. This is demonstrated by the lead respondents' ratings of 'agree' and 'strongly agree' in response to statements representing brand recall, recognition, purchase intent, and consistency in remembering the brand while using similar products from competitors. The

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highest scores for brand recall and brand recognition attributes indicate that most consumers are familiar (able to recall and recognize) with the Awialaldi Collection brand, both visually and as a name among the brands they can remember, particularly from advertising material on TikTok. Similarly, regarding references to and purchases of mukena, most respondents mentioned they thought of Awialaldi Collection when making a purchasing decision about mukena, even referring to them when using competitors' products. This indicates that digital marketing strategies conducted through TikTok have the ability to influence consumers' perceptions and establish a strong link between consumers' minds and brands, which is a core concept of brand awareness according to Keller's theory (Keller, 2021).

6 Conclusion

According to the results of research conducted on the effect of digital marketing via the TikTok application on brand awareness for the Awialaldi Collection mukena in Tasikmalaya Regency, the following conclusions can be drawn: TikTok for Digital Marketing used by Awialaldi Collection is at a 'Good' level. This is evident from the summary of respondents' responses, which gave a total score of 3.214 out of a maximum of 3.880. Promotions conducted via TikTok have shown potential for attracting consumer interest and creating a positive perception of Awialaldi Collection mukena products. The level of consumer brand awareness of Awialaldi Collection mukena products is also at a 'Good' level. This finding is reflected in the score of 3.148, indicating that consumers can remember and recognize the products and tend to buy and use them based on the digital marketing content aired. The simple linear regression analysis indicates that digital marketing via TikTok has a significant and positive influence on brand awareness. This can be seen from the regression coefficient of 0.786 and its significance value of 0.000 (t table = 1.661). Additionally, with a coefficient of determination (R^2) value of 0.490, digital marketing explains a 49.0% increase in brand awareness, while the remaining influence is attributed to other factors not tested in our research, such as product quality, price, or service.

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