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STRATEGY FOR OPTIMIZING EFFA DESIGN'S TIKTOK CONTENT TO INCREASE ENGAGEMENT RATE

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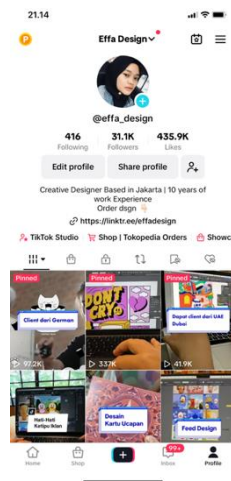
ABSTRACT

In the digital era, TikTok has become a vital tool for business promotion with over 1 billion active users. The "Effa Design" TikTok account, focusing on graphic design, has 31,200 followers and an Engagement Rate (ER) of 5.25%. Despite this, increasing the ER remains a priority. Key strategies include content quality, posting consistency, follower interaction, hashtag usage, and trend following. Challenges include TikTok's algorithm, competition, and rapid trend changes. This qualitative case study aims to identify effective strategies to boost the ER of "Effa Design." Data were collected from the account owner, TikTok experts, and followers through interviews, observation, and documentation, and validated using triangulation. Analysis revealed strategies like niche consistency, content variation, hooks, active interaction, relevant hashtags, and personal branding. Interviews emphasized consistent, relevant content and routine evaluations based on TikTok insights. The CESM Framework was applied, focusing on building trust and commitment, enhancing customer engagement through satisfaction and positive emotions, and considering behavioral intentions, WOM, and performance.

Keywords - Engagement Rate (ER), Effa Design, TikTok account

INTRODUCTION

The TikTok account "Effa Design" is a business account active on the TikTok platform, focusing on graphic design and offering various services such as logo creation, social media banners, poster design, illustrations, book covers and packaging. This account has managed to gather 31,000 followers organically (Figure 1.1).

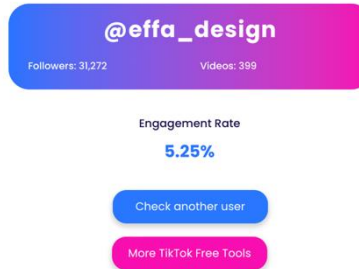


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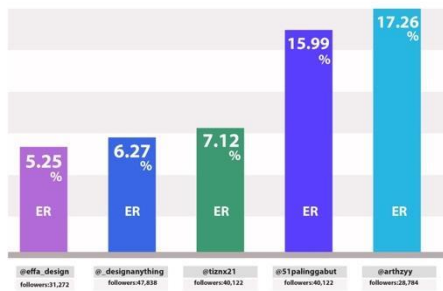
Picture1 Tiktok Effa Design Profile

In the social media industry, there is no standardization for assessing ER levels, which makes comparisons more difficult (Klug et al., 2021). However, when compared with Content Creators in the graphic design industry on TikTok (Figure 1.3), it can be seen that ER 'Effa Design' is still below average.



Picture 2 Engagement Rate akun Tiktok @effa_design

Sumber: <https://ubiwiz.com/tiktok-engagement-rate>



Picture 3 Grafik ER 5 Content Creator Tiktok (Graphic Design)

Sumber: <https://ubiwiz.com/tiktok-engagement-rate>

From the graph of the number of ERs from 5 Tiktok content creators (Graphic Design) collected on July 4 2024, it can be concluded that business competition is now not only limited to the products or services offered, but also extends to competition to attract the attention of audiences in the media. social. Engagement Rate (ER) is an important indicator in this competition, because ER reflects the level of audience involvement and interaction with the content presented. Improving ER not only helps in expanding the reach and visibility of content, but also plays a role in building relationships and loyalty with audiences (Chen Lin, 2020a).

A high ER indicates that the content presented is interesting and relevant to the audience, which in turn increases the chances of building a stronger and loyal community around the brand (Chen Lin, 2020b). This is in line with the demands of the marketing mix and the concept of Integrated Marketing Communication (IMC), which emphasizes the importance of consistency and integration in delivering messages to audiences. IMC focuses on the coordination of various marketing communication tools to create a cohesive and holistic experience for the audience (Larson & Potter, 1995). From the graph of the number of ERs from 5 Tiktok content creators (Graphic Design) collected on July 4 2024, it can be

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METHODOLOGY

The type of research used to identify the most effective strategy in increasing Engagement Rate (ER) on TikTok account “Effa Design” is qualitative research with a case study design. This research can be conducted in-depth to understand followers' preferences and behaviors, as well as analyze the most successful content trends. Through interviews, observations, and content analysis, qualitative research can provide valuable insights to improve follower engagement on the TikTok account “Effa Design”.

The object of research is the subject matter or problem to be studied. In the context of research, the object of research is something that wants to be studied and understood more deeply. In this study, the object of research is a strategy to increase the Engagement Rate (ER) on the TikTok account “Effa Design”.

The research subject is the party or individual who is the source of data in the research. The subjects of this research are 1) Tiktok expert 2) Content Ceator Graphic Design 3) Tiktok account followers “Effa Dsign. The technique for determining the subjects in this study is by means of Purposive sampling (purposive sampling) is a sampling method in research in which the researcher deliberately chooses certain individuals or groups who are considered to have characteristics or information that are relevant for research purposes.

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This research uses two types of data, namely primary and secondary. Primary data consists of interviews with research subjects and observations while secondary data is library data that supports the research.

The steps of data analysis (Moleong 2012) can be applied by “Effa Design” to sharpen the strategy to increase Engagement Rate (ER) on TikTok:

1. Data Reduction: First, select relevant data from observations, interviews, and documentation. Then, summarize the data into key points. Finally, classify and categorize the key points based on emerging themes or categories.
2. Data Presentation: Use tables, diagrams, or graphs to present the reduced data. In addition, create a narrative based on the data presented to explain the findings in more depth.
3. Data Verification: Double-check the accuracy of the data and make sure it matches the source. Look for data that contradicts the initial findings and explain the potential causes. Also, look for additional data that can complement the initial findings and strengthen the analysis.
4. Data Interpretation: Finally, interpret the meaning behind the data presented. Use the data analysis to make conclusions that can understand the implications of the findings for ER strategies on TikTok.

RESULTS

Figures and Tables

This study found that there are factors and strategies that can be implemented by the Effa Design Team to optimize tiktok content in an effort to increase ER. These factors and strategies are as follows:

Nodes

This research uses the help of Nvivo 12 analysis to analyze qualitatively based on the results of the analysis of the interviews conducted, the following nodes are obtained:

TABLE 1
NODES NVIVO

Tabel 4.1 Nodes Nvivo

Name	Files	References	Created On	Created By	Modified On	Modified By
Faktor-faktor yang Mempengaruhi ER	3	10	6/5/2024 8:41 AM	SF	6/5/2024 9:01 AM	SF
Analisis dan Evaluasi Konten	3	3	6/5/2024 9:43 AM	SF	6/5/2024 10:08 AM	SF
Konsistensi Konten	2	4	6/5/2024 9:42 AM	SF	6/5/2024 9:59 AM	SF
Relevansi Konten	2	3	6/5/2024 9:42 AM	SF	6/5/2024 10:04 AM	SF
Strategi untuk Meningkatkan ER	3	18	6/5/2024 8:36 AM	SF	6/5/2024 9:02 AM	SF
Interaksi Dengan Pengikut	2	6	6/5/2024 9:41 AM	SF	6/5/2024 10:07 AM	SF
Menggunakan Hastag	1	1	6/5/2024 9:41 AM	SF	6/5/2024 10:06 AM	SF
Menggunakan Hook	1	1	6/5/2024 9:40 AM	SF	6/5/2024 9:57 AM	SF
Menggunakan Niche yang Jelas	2	2	6/5/2024 9:39 AM	SF	6/5/2024 9:59 AM	SF
Personal Branding	3	3	6/5/2024 9:42 AM	SF	6/5/2024 10:05 AM	SF
Story Telling	3	3	6/5/2024 9:41 AM	SF	6/5/2024 10:05 AM	SF
Variasi Konten	2	2	6/5/2024 9:40 AM	SF	6/5/2024 10:02 AM	SF

Table 4.2 shows the data analysis conducted using NVivo, with various nodes categorizing factors affecting Engagement Rate (ER) in social media content. Key nodes such as “Factors Affecting ER” and “Strategies to Increase ER” have a significant number of references, 10 and 18 respectively, indicating that these topics were the main focus in the study. These nodes were created and modified by SF on June

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6, 2024, reflecting the structured and detailed analysis. In addition, nodes such as “Content Analysis and Evaluation”, “Content Consistency”, and “Content Relevance” also received attention, each with several references indicating a thorough evaluation of various aspects of the content.

Other topics analyzed include “Interaction With Followers”, “Using Hashtags”, and “Personal Branding”, which have fewer references, but are still important in the context of the study. For example, “Interaction With Followers” had 6 references, indicating that interaction with followers was a factor that was noticed in improving ER.

Meanwhile, “Using Hashtags” and “Using Hooks” only had 1 reference each, indicating that despite their importance, these topics may be less discussed compared to other key factors. This entire data was imported and analyzed in one day, giving an idea of the intensive and thorough analysis process by the researcher.

DISCUSSION

After finding the results of this research, the following is a discussion which discusses the results of the research and what steps will be taken by researchers to improve the results of this research in the form of strategies or recommendations.

Factors that Influence the Implementation of Strategies to Increase ER on the TikTok account "Effa Design"

From the findings of this study, it can be concluded that there are several factors that influence the increase in Engagement Rate (ER) on the TikTok account “Effa Design”. First, consistency in uploading content has an important role in maintaining follower interest and increasing ER. Jessica Natalie, a TikTok influencer with a Graphic Design niche, emphasizes the importance of consistency in producing content, with a target of 25-26 video content in one month, as well as reusing old content that is still relevant and adding additional information to enrich the content.

One informant who is a follower of Effa Design is interested in Effa Design's content on TikTok because he is familiar with the content presented on Instagram, which is related to graphic design. This shows that presenting content that is relevant to followers' interests can increase ER.

Third, regular content analysis and evaluation can help in identifying effective and ineffective content. One informant and follower suggested that Effa Design should evaluate content based on insights from TikTok, especially content that followers like in a certain period. This way, Effa Design can adjust its content strategy to increase engagement and content effectiveness on TikTok.

The factors that can determine the increase in Engagement Rate (ER) on the TikTok account “Effa Design” can be attributed to several relevant theories. First, content consistency can be linked to Planned Communication Theory. This theory states that messages that are delivered consistently and planned tend to be more effective in achieving communication goals. In this context, consistency in uploading content helps build a consistent brand image and can increase follower trust and loyalty, which in turn increases ER (Ruler, 2020).

Second, content relevance can be linked to Media Selection Theory. This theory states that people tend to select media that match their needs, interests, and values. In this case, content that is relevant to followers' interests will be more likely to be received and appreciated, thus increasing ER.(Katz, 2022)

Third, content analysis and evaluation can be linked to the Communication Performance Measurement Concept. This concept emphasizes the importance of regularly measuring communication

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performance to evaluate the effectiveness of messages and communication strategies. (Ruler, 2020b) By conducting regular content analysis and evaluation, Effa Design can identify the strengths and weaknesses of the content presented, as well as make strategic changes to improve ER. By applying these theories, Effa Design can better understand the factors that influence ER on TikTok and develop more effective strategies in increasing follower engagement.

Relevant research can provide an empirical foundation that supports the factors that influence the implementation of strategies to increase Engagement Rate (ER) on the TikTok account “Effa Design”. For example, research by (Chen Lin, 2020c) that examines the factors that influence the success of video content on TikTok can be attributed to the concept of content consistency. They found that consistency in video creation style and audience-relevant topics can increase user engagement with the content. Research by (Zhao & Reimers, 2018) on the effect of content relevance on engagement on social media is also relevant. They found that content that is relevant to users' interests and needs has a positive impact on user interaction and participation.

In addition, research examining content analysis and evaluation in improving ER is also important. For example, research by (Lim et al., 2021) analyzing the influence of data analysis on the success of social media marketing campaigns can provide insight into the importance of regular content evaluation to improve the effectiveness of communication strategies.

By relating the findings from these studies, Effa Design can strengthen their strategy in increasing ER on TikTok by considering factors that have been shown to be significant in previous studies.

Strategy to Increase Engagement Rate (ER) on Effa Design's TikTok account

In an effort to increase the Engagement Rate (ER) on the TikTok account “Effa Design”, strategies that can be applied include staying consistent with the graphic design niche that has been built. This is important to maintain the uniqueness and identity of the account so that the content remains relevant and interesting to followers. In addition, content variety also needs to be considered by adding other content such as storytelling or trending content that is currently popular on TikTok. This way, the account can maintain content diversity and still attract followers.

In addition, the use of hooks in content can be an effective strategy to increase follower engagement. By providing hooks that attract the audience's attention, accounts can build greater enthusiasm and interest in the content being shared. Active interaction with followers is also very important, such as responding to comments with videos or providing useful tutorial content, so that followers feel valued and more engaged with the account.

Furthermore, the use of relevant and consistent hashtags can also help content to be more easily found by people who are interested in the topic at hand. By observing hashtags that are popular and relevant to the account's niche, the “Effa Design” account can increase content visibility and invite more interactions from TikTok users. By implementing these strategies, it is expected that the “Effa Design” account can increase its Engagement Rate (ER) and follower engagement on the TikTok platform.

Then the strategy to increase the engagement rate (ER) on the TikTok account “Effa Design” is through story telling and through personal branding. This is in accordance with the theory expressed by (Gorbatov et al., 2018) personal branding is a deliberate and strategic process to create and shape public perceptions of a person. It involves developing a unique identity and projecting it consistently through various channels, including online platforms such as TikTok.

The use of storytelling as a way to project personality and skills. According to (Alfarizt, 2024b) effective personal branding involves showcasing personality, skills and achievements in a way that establishes a person as an authority in their field. Through storytelling, Effa Design can showcase the

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challenges and solutions in the design project, so that the audience can see and appreciate the expertise and creative process undertaken.

In increasing the Engagement Rate (ER) on the TikTok account “Effa Design”, several theories in marketing and social media can be the basis of the strategy. One of the relevant theories is User Engagement Theory. This theory states that user engagement in digital content, such as on social media, is influenced by factors such as content consistency, content relevance to followers' interests, and interaction with followers (Lalmas et al., 2022).

In an effort to increase the Engagement Rate (ER) on the TikTok account “Effa Design,” various strategies have been identified through interviews with informants. These strategies include content analysis and evaluation, consistency in posting, content relevance, personal branding, storytelling, use of hashtags, interaction with followers, use of “hooks,” content variety, and a clear niche focus. Regular content analysis and evaluation helps to ensure that content remains relevant to the audience. Consistency in posting is important to maintain followers' attention. Personal branding through storytelling makes content more engaging and relatable. Proper use of hashtags helps reach a wider audience. Active interaction with followers, such as replying to comments and messages, increases their engagement. The use of an interesting “hook” at the beginning of the content can grab the audience's attention faster. Variety in the type of content presented prevents boredom and increases follower interest. Focusing on a clear niche makes the content more focused and appealing to a specific target audience.

These strategies can be strengthened by using the theory of Customer Engagement Marketing, which emphasizes the importance of continuous and deep customer engagement to create strong relationships between brands and audiences (Kumar and Hermeling 2018) Some key concepts from this theory that are relevant to “Effa Design” include: presenting content that is relevant and valuable to the audience, which supports Effa Design's strategy of maintaining content relevance through regular content analysis and evaluation; consistent engagement to build a strong relationship with the audience, which Effa Design applies by ensuring consistency in posts and interactions with followers; use of data to personalize content according to audience preferences, which is in line with the content analysis and evaluation strategy as well as the use of storytelling and personal branding; the development of an active and engaged community around the brand, which Effa Design is able to do by encouraging active interaction with followers and using relevant hashtags; and multi-channel integration to reach a wider audience and maintain their engagement across multiple platforms, which supports a clear niche focus and the use of content variety. By combining the findings from the informants with the Customer Engagement Marketing theory, “Effa Design” can formulate a comprehensive and effective strategy to increase the engagement rate on their TikTok account, creating a strong and sustainable relationship with their audience.

In addition, the TikTok Algorithm Theory is also important to consider. TikTok's algorithm determines which content will appear on a user's For You Page (FYP). By understanding how this algorithm works, Effa Design can design content that is more engaging and relevant to followers, thus increasing the likelihood of their content appearing on users' FYPs.(Alfarizt, 2024b). In addition, Content Marketing Theory can also help Effa Design in designing an effective content strategy. This theory emphasizes the importance of presenting content that provides added value to followers, so as to increase engagement and interaction with the content presented.(Putranto et al., 2022b).

In the context of relevant research, there are several studies that can support strategies to increase the Engagement Rate (ER) on the TikTok account “Effa Design”. For example, research by (Salma & Albab, 2023b) found that relevant and interesting content is a key factor in increasing user engagement in social media. Therefore, maintaining content that is consistent with the graphic design

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niche can help attract followers' interest and engagement. In addition, research by (Hasanah et al., 2022) showed that active interaction between users and content, such as prompt responses to comments or personalized feedback, can increase user engagement. maintain their engagement across multiple platforms, which supports a clear niche focus and the use of content variety. By combining the findings from the informants with the Customer Engagement Marketing theory, “Effa Design” can formulate a comprehensive and effective strategy to increase the engagement rate on their TikTok account, creating a strong and sustainable relationship with their audience.

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Another study by (Sri et al., 2022a) also highlights the importance of using relevant hashtags in increasing content visibility on social media. By using appropriate and consistent hashtags, content from the “Effa Design” account can be more easily found by people interested in graphic design.

Thus, with reference to the findings of this study, strategies to increase ER on the TikTok account “Effa Design”, such as maintaining relevant content, active interaction with followers, and the use of appropriate hashtags, can be supported by existing research.

CONCLUSION

1. Efforts to increase the Engagement Rate (ER) on the "Effa Design" TikTok account, strategies that can be implemented include consistency with the graphic design niche, content variations by adding other content such as storytelling or trending content that is currently popular, using hooks in content, active interaction with followers, and the use of relevant and consistent hashtags as well as the use of story telling and personal branding. By implementing these strategies, it is hoped that the "Effa Design" account can increase the engagement of its followers on the TikTok platform.

2. Factors that influence the implementation of strategies to increase the Engagement Rate (ER) on the "Effa Design" TikTok account include consistency in uploading content, relevance of content to followers' interests, and regular analysis and evaluation of content. From the results of interviews with one of Effa Design's followers (Afifah Fay), Tiktok Graphic Design content creator (Jessica Natalie), and TikTok experts, consistency in producing content with consistent video targets in one month, reusing old content that is still relevant, and presenting content that is relevant to followers' interests is a key factor in increasing ER. In addition, regular content analysis based on insights from TikTok can help Effa Design adjust content strategies to increase engagement and content effectiveness on the platform. This research

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found that strategies and factors such as transparency, consistency, content quality, creativity, and clear calls to action were effective in increasing the engagement rate (ER) of the "Effa Design" TikTok account.

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