

ABSTRAK

Penelitian ini bertujuan untuk menganalisis konten pemasaran produk Glad2Glow melalui akun TikTok *@glad2glow.id* menggunakan model analisis isi Klaus Krippendorff. Penelitian berfokus pada tiga konten video yang dianalisis berdasarkan pesan, kemunculan produk, format penyajian, kualitas informasi, interaktivitas, dan daya tarik konten. Penelitian menggunakan metode kualitatif dengan objek penelitian berupa konten TikTok *@glad2glow.id*. Sumber data terdiri atas data primer dan sekunder, sedangkan teknik pengumpulan data dilakukan melalui observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa *@glad2glow.id* menerapkan tiga pendekatan utama dalam memasarkan produk, yaitu informatif, emosional, dan visual. Pendekatan informatif ditunjukkan melalui penyampaian manfaat, kandungan, fungsi, dan karakteristik produk, terutama pada konten edisi I dan III. Pendekatan emosional diterapkan melalui penggunaan tema yang dekat dengan pengalaman sehari-hari audiens serta soft selling, terutama pada edisi II, untuk membangun kedekatan antara merek dan konsumen. Sementara itu, pendekatan visual ditunjukkan melalui *product showcase*, tampilan kemasan, *close-up* produk, penggunaan warna, pencahayaan, dan penataan visual yang estetik untuk menarik perhatian audiens. Meskipun ketiga pendekatan tersebut telah digunakan secara konsisten, interaktivitas konten masih relatif rendah karena komunikasi lebih dominan satu arah. Oleh karena itu, *@glad2glow.id* disarankan meningkatkan interaktivitas melalui pertanyaan, ajakan berkomentar, polling, dan call to action agar keterlibatan audiens serta hubungan dengan konsumen dapat diperkuat.

Kata Kunci : Analisis Konten, Tiktok, Glad2Glow, Pemasaran Digital.

ABSTRACT

This study aims to analyze the marketing content of Glad2Glow products through the TikTok account @glad2glow.id using the Klaus Krippendorff content analysis model. The study focuses on three video contents analyzed based on the message, product appearance, presentation format, information quality, interactivity, and content appeal. The study uses a qualitative method with the object of research being the TikTok content of @glad2glow.id. Data sources consist of primary and secondary data, while data collection techniques are carried out through observation and documentation. The results show that @glad2glow.id applies three main approaches in marketing products, namely informative, emotional, and visual. The informative approach is demonstrated through the delivery of benefits, content, functions, and characteristics of the product, especially in the content of editions I and III. The emotional approach is implemented through the use of themes close to the audience's daily experiences and soft selling, especially in edition II, to build closeness between the brand and consumers. Meanwhile, the visual approach is demonstrated through product showcases, packaging displays, product close-ups, the use of color, lighting, and aesthetic visual arrangements to attract the audience's attention. Although these three approaches have been used consistently, the interactivity of the content is still relatively low because communication is predominantly one-way. Therefore, @glad2glow.id is advised to increase interactivity through questions, invitations to comment, polls, and calls to action so that audience engagement and relationships with consumers can be strengthened.

Keywords: *Content Analysis, TikTok, Glad2Glow, Brand awareness.*