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RESEARCH ARTICLE

Strategies Of The Tiktok Account @Kafani.Id In Strengthening Brand Identity And Brand Awareness

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Abstract: This study examines the marketing strategies employed by the TikTok account @kafani.id to strengthen its brand identity and build brand awareness within Indonesia's rapidly growing TikTok user base. Using Kapferer's Hexagonal Identity Prism framework, the research explores how @kafani.id creatively integrates elements like visual identity, brand personality, cultural values, and audience engagement to promote niche products such as burial shrouds and funeral supplies. Through a qualitative case study approach involving content analysis of TikTok activities, including live streaming sessions and audience interactions, the findings reveal that @kafani.id effectively leverages TikTok's algorithm-driven promotion, viral marketing through electronic word-of-mouth (eWOM), and entertaining yet respectful communication. By combining educational and humorous content with active engagement, the brand creates a unique identity while fostering strong emotional connections with its audience. The study concludes that creativity, authenticity, and culturally driven narratives can transform unconventional products into appealing digital brands, emphasizing TikTok's potential as a powerful marketing platform.

Keywords: TikTok Marketing, Brand Identity, Brand Awareness

1. Introduction

The rapid growth of digital technology has reshaped how people interact and consume. Social media has become a daily essential, making it easy to access information, communicate, and follow the latest trends. One platform that has seen a massive user surge is TikTok, which had 157.6 million users in Indonesia by July 2024, according to (Statista, 2024). With features like live streaming, the "yellow basket" for quick product purchases, and an algorithm that tailors content based on user preferences (Nguyen et al., 2024), TikTok has become a go-to marketing tool for brands. It helps them reach a broad audience, build interactive relationships, and showcase their brand identity through creative and trendy content (Rai & Dahal, 2024).

Concept Brand Identity is a crucial element in marketing strategy because it creates a unique identity that distinguishes a brand from its competitors. Brand identity includes visual elements such as logos, colors, and symbols, as well as brand values that you want to convey to your audience (Kapferer, 2012). A strong brand identity allows brands to build an emotional connection with their audience, which can increase consumer loyalty. In the context of TikTok, the platform provides visual and interactive features that make it easy for brands to express their identity through creative and trend-relevant video content (Putri & Nugraha, 2020).



In addition to strengthening Brand Identity, TikTok is also an important tool in building Brand Awareness or brand awareness. Brand awareness plays an important role in consumer purchasing decisions, as more recognizable brands tend to be preferred compared to less familiar brands. TikTok allows brands to leverage entertainment-based content, such as creative videos and collaborations with popular creators, to capture the attention of a wider audience. Engaging and interactive content is proven to increase brand recognition among the audience (Sheak & Abdulrazak, 2023). With a large user base, TikTok provides an opportunity for brands to stand out amid fierce competition by leveraging sophisticated algorithms to reach relevant audiences (Sangadji et al., 2024).

The urgency of @kafani.id account analytics lies in its relevance in understanding digital communication strategies that can leverage unique narratives to create traction on social media. In the context of marketing communications, this account shows how unconventional messages can be creatively and effectively packaged to reach a wider audience. By understanding how these accounts build interaction and create emotional engagement through content, this research makes a significant contribution to the development of digital communication theory and practice, especially in the use of visual-based platforms such as TikTok. This also enriches the study of digital marketing that combines the concepts of education and entertainment in a balanced manner. Thus, this research can be a reference for industry players in designing innovative communication strategies that have a positive impact.

Research related to the analysis of TikTok accounts on brands with unique concepts, such as @kafani.id, is still very limited in academic studies. Most of the existing research focuses on big brands in popular industries, such as fashion, cosmetics, or food and beverage. Research on unconventional concept-based brands, especially in the local context of Indonesia, has not been a major concern. TikTok, as a platform that supports visual-based marketing and audience interaction, is generally explored through specific features such as live shopping. However, studies of how brands with anti-mainstream narratives, such as @kafani.id that sell shrouds and other funeral supplies, create uniqueness through these platforms are still very rare.

In Indonesia, which is currently the largest market for TikTok globally, this research gap is increasingly prominent. Although the data shows a high potential audience, studies that specifically address the responses of Indonesian audiences to unique narrative-based marketing content are still minimal. Therefore, the study specifically identified two main focuses: first, how the @kafani.id account strengthens brand identity, and second, what factors @kafani.id on TikTok uses to strengthen brand awareness among local audiences. Based on the identification of these problems, the purpose of this study is to analyze the methods applied by the @kafani.id account in building a strong brand identity and examine the factors that affect brand awareness among TikTok users. With a case study approach, this research is expected to contribute to the understanding of the potential of TikTok as an effective marketing platform for brands with unique concepts.

2. Literature Review

2.1. *TikTok Marketing Strategies*

The first strategy is content-based marketing. Engaging and relevant content is the heart of TikTok's marketing strategy. According to (Djawa & Rahman, 2023), businesses must thoroughly understand their audience and create content that fits market preferences. Storytelling, product reviews, and user-involved challenges are often effective in building engagement. For instance, Guess's #InMyDenim campaign generated over 5,500 user videos and millions of views. Another effective method is influencer marketing. Collaborating with influencers has become a popular way to promote products on TikTok. Influencers have loyal audiences and can boost brand awareness and product sales through relatable, organic content (Djawa & Rahman, 2023).

TikTok's advanced algorithm and the strategic use of hashtags also play an essential role. The platform's algorithm ensures content reaches the right audience based on user interactions. Adding relevant hashtags increases content visibility, making it easier to appear on the For You Page (FYP). Using niche-specific hashtags helps brands target their ideal customers. Live streaming campaigns are another powerful marketing strategy. Live streaming allows brands to showcase products in real time, offer special discounts, and answer audience questions on the spot, fostering trust and customer satisfaction (Djawa & Rahman, 2023).

2.2. Brand Identity

Brand identity is essential for creating a strong and consistent brand image, encouraging customer recognition and loyalty. According to Aaker, brand identity includes visual elements such as a brand's name, logo, colors, tagline, and symbols that communicate the company's values and promises while distinguishing it from competitors (Aji & Samuel, 2015). A well-crafted brand identity helps establish emotional connections and increases customer preference for the brand.

Kapferer's "Hexagonal Identity Prism" model outlines six interrelated aspects of brand identity: physique, personality, culture, relationship, reflection, and self-image. Each element plays a crucial role in shaping how consumers perceive a brand (Kapferer, 2012).

- (1). **Physique:** This includes a brand's tangible aspects, such as its logo, symbols, and physical attributes. These elements provide a clear visual and functional identity for consumers.
- (2). **Personality:** This refers to the brand's human-like traits that help create an emotional connection. Specific character traits or attitudes make the brand more relatable and memorable.
- (3). **Culture:** This reflects the brand's values and guiding principles. It shapes the brand's message and links it to relevant social or organizational beliefs.
- (4). **Relationship:** This highlights how the brand interacts with its customers, emphasizing trust and loyalty through consistent and positive engagement.
- (5). **Reflection:** This involves the typical image of the brand's target audience, helping define the brand's aspirational identity.
- (6). **Self-Image:** This relates to how consumers see themselves when using the brand, shaping their personal identity and loyalty.

Kapferer's model offers a comprehensive framework for understanding brand identity by balancing a brand's external features with its deeper meaning. This model is particularly relevant in analyzing how a brand like @kafani.id can develop a unique identity on TikTok, leveraging these six aspects to build a cohesive and appealing brand image for a broad audience. It provides valuable insights into how digital marketing strategies can strengthen a brand's identity, especially on visually driven platforms like TikTok.

2.3. Brand Awareness

Brand awareness refers to consumers' ability to recognize and remember a brand, which significantly influences their purchasing decisions (Sheak & Abdulrazak, 2023). When consumers are familiar with a brand, it's more likely to be their first choice when considering a specific product category (Rimadias et al., 2021). As digital technology evolves, social media marketing has become crucial in building brand awareness. Research by (Faisal & Ekawanto, 2022) found that social media marketing activities such as entertainment, interaction, trending content, and electronic word-of-mouth (eWOM) positively impact brand awareness in Indonesia. TikTok's short, viral videos create significant opportunities for brands to reach wider audiences.

TikTok also allows brands to engage with consumers through relevant entertainment, making it easier for consumers to remember the brand (Rimadiaz et al., 2021). Another study confirmed that interaction and eWOM on TikTok help increase brand awareness, especially when consumers share information about products with friends and their online networks (Shafa & Hidayat, 2022). Effective social media marketing goes beyond promoting products; it also encourages consumers to become part of the brand's community. This community engagement helps brands become more recognizable. With TikTok's growing user base in Indonesia, marketing strategies that utilize the platform's interactive features provide brands with ample opportunities to build and strengthen brand awareness, especially among younger audiences (Sheak & Abdulrazak, 2023).

In conclusion, brand awareness is crucial for influencing consumer purchasing decisions. It increases a brand's chances of being chosen over competitors in the same product category. As social media platforms like TikTok continue to grow, they become effective tools for brands to attract consumers through entertaining and interactive content. This approach not only builds brand awareness but also strengthens emotional connections between brands and their audiences. Understanding how social media enhances brand awareness serves as a theoretical basis for studying the TikTok marketing strategies applied by the @kafani.id account. By exploring TikTok's interactive features, this research seeks to uncover how brands can increase awareness and engage younger audiences on this ever-evolving platform.

3. Research Method and Materials

This study uses a qualitative research method, aiming to explore the meaning and social phenomena by collecting in-depth descriptive data from written, spoken, or observed actions. Qualitative research seeks to understand subjects' perspectives within their social contexts through primary data collected from interviews, observations, or documents. Data analysis is open and flexible, allowing researchers to identify relevant patterns without being restricted by initial hypotheses. This makes the qualitative approach well-suited for exploring subjective meanings in specific contexts. Additionally, this method can generate new insights and theories that may not be generalizable due to the context-specific nature of the findings (Taherdoost, 2022).

The research applies a case study approach, designed to analyze specific phenomena, programs, events, or activities in detail at the individual, group, institutional, or organizational level. The primary goal is to gain a deep and comprehensive understanding of the observed subject. Typically, this method focuses on current or ongoing events rather than past occurrences (Octavianus & Oktavianti, 2022). This study collects qualitative data through direct observation of the TikTok account @kafani.id, which represents a business entity focused on building brand identity and brand awareness. Observations include video content, live-streaming sessions, follower interactions, and other marketing activities on TikTok. The analysis goes beyond surface-level content, examining narratives, messages, and audience responses that shape perceptions and emotional engagement with the brand. By analyzing the collected data, this study provides insights into marketing strategies on TikTok that capture attention and foster strong brand-audience relationships—crucial for digital entrepreneurs in the social media era.

4. Results and Discussion

After observing the TikTok account activity of @kafani.id, it is evident that they have successfully built a unique and unconventional brand identity and awareness. The strategy used reflects the Model Hexagonal Identity Prism from (Kapferer, 2012), which includes six important aspects of creating a strong brand image.

4.1. How the @kafani.id Account Strengthens Brand Identity

@kafani.id's visual identity is very easy to recognize. They used a logo in green and the words 'KAFANI' in alphabetic and Arabic letters, reflecting the products they were selling, namely shrouds and other funeral preparation supplies. This visual combination instantly gives a

strong impression and makes the audience understand their brand identity, even before understanding the details of the product.

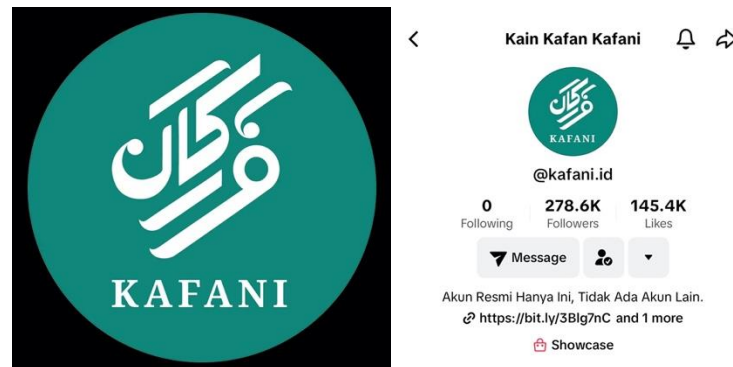


Figure 1. Logo and Profile TikTok@kafani.id
Source: TikTok account @kafani.id

In terms of personality, this account presents a serious but relaxed attitude. They consistently hold live shopping every Friday night, which presents a unique atmosphere even though the products sold are related to death. This attitude is shown by delivering an informative but still light message, interspersed with entertaining humor, making the audience feel comfortable and still entertained while watching the content. The cultural values they bring are very thick with religious nuances. This can be seen in the products they sell, such as shrouds, holy books, funeral perfumes, and other funeral supplies. In fact, in some live shopping sessions, they not only sell products but also provide education related to the procedure for using shrouds, which adds value to their content.

Audience interaction is another strong point of this account. The host often responds to netizens' comments with serious answers but still invites laughter. For example, when someone asked if the shroud needed to be worn first, the host replied casually that the shroud could be used immediately on the "D-day." Answers like these make the live shopping atmosphere more lively and create a close relationship with the audience. Visually, this account also stands out because of the presence of two people cosplaying using a shroud during a live shopping session. This concept is very anti-mainstream, so this account manages to grab the attention of the audience and keep them looking forward to the next content.

The brand identity of the @kafani.id account in the minds of the public is also strongly formed. The large amount of their content reuploaded by other users proves that this account has successfully created a unique and memorable brand identity. People not only remember their products but also creative and different marketing concepts from others. In addition, several other factors make their brand awareness continue to increase. The host's relaxed but informative communication style, consistency in conducting live shopping, and unique visual concept make this account always present on TikTok's For You Page page. Specific products that are rarely found elsewhere are also a plus that keeps audiences coming back.

4.2. Ways @kafani.id Uses to Strengthen Brand Awareness

In discussing Brand Awareness TikTok account @kafani.id, the results of this study are very consistent with the theory mentioned in the literature review section. Brand awareness, as explained (Sheak & Abdulrazak, 2023), is the ability of consumers to recognize and remember a brand, which influences their purchasing decisions. In a highly competitive digital world, brand awareness is one of the keys to success for businesses to attract the attention of the audience. Account @kafani.id makes good use of TikTok's potential to ensure that its brand is not only remembered but also talked about on various social media platforms. With a marketing strategy that combines the concepts of education, entertainment, and direct interaction through Live Shopping, they create an experience that is not only informative but also memorable and engaging.

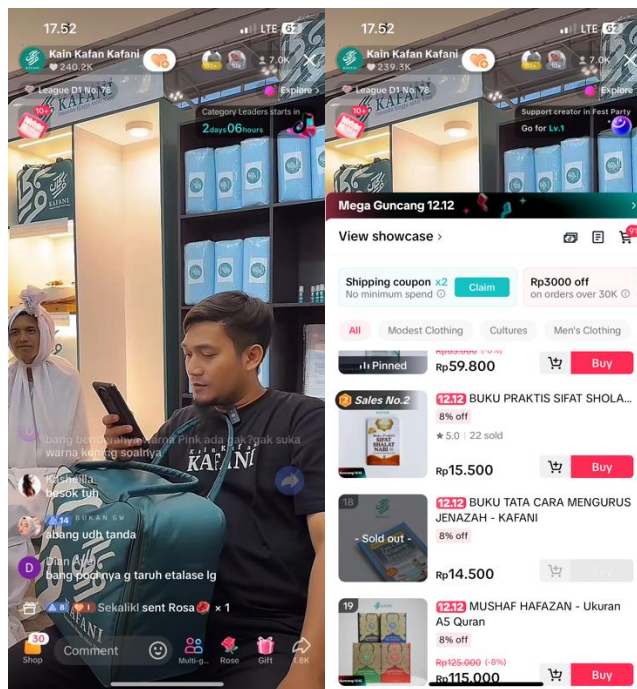


Figure 2. Live Shopping and Examples of Products Sold @kafani.id
Source: Live Shopping @kafani.id on December 8, 2024

Through content Live Shopping which is routinely held every Friday night, this account presents an unusual but still informative atmosphere. The host speaks in a serious tone interspersed with light humor, creating a relaxed yet memorable viewing experience. For example, when the audience asked if there was a shroud with a polka dot motif, Hosted answered casually that the shroud was only white. Answers like these are not only entertaining, but they also strengthen the emotional connection with the audience, making the brand more memorable. This is in line with the theory that entertainment combined with interaction can create a stronger bond between brands and consumers (Shafa & Hidayat, 2022).

In addition, the theory of electronic Word of Mouth (eWOM) is also very visible in the activity of this account. Lots of video clips from Live Shopping those reuploaded by other TikTok users, creating additional exposure organically. This proves that unique and entertaining content will naturally be widespread on social media platforms. This viral effect helps @kafani.id keep appearing on the page For You Page (FYP), (Rimadias et al., 2021) Stating the importance of viral content in building Brand Awareness. Through a combination of entertaining content, active interaction with the audience, and an unusual marketing approach, @kafani.id managed to make his brand remembered and widely known. Not only do they sell products, but they also create unique experiences that make audiences feel connected and interested in coming back. This strategy demonstrates that creativity and authenticity are crucial for strengthening brand awareness amidst fierce competition in the digital era.

5. Conclusion

This study concludes that the TikTok account @kafani.id has succeeded in building brand identity and brand awareness through creative and unique marketing strategies. By combining distinctive visual elements, active interactions, and content that blends education and entertainment, these accounts create a strong brand image that is memorable for audiences. This approach shows that authentic and anti-mainstream marketing concepts can be a competitive advantage in social media, especially in creating closer relationships with users. This success also proves that creativity and authenticity can turn uncommon products into great attractions in the digital market.

Through using interactive features such as live shopping and casual yet informative communication, the @kafani.id account can reach and maintain the attention of the audience consistently. Combining entertaining content, uniquely conveyed cultural values, and a strong visual concept strengthens the brand's position in the competitive digital market. These findings underscore the importance of innovation, creativity, and emotional engagement in building relevant brands in the ever-evolving era of social media. This approach can inspire other brands seeking to create a memorable and sustainable digital presence.

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