

An Analysis of Somethinc Brand's Marketing Communication Strategy on 'Double Date Sales' to Increase Purchase on TikTok

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ABSTRACT

This study analyzes the marketing communication strategy applied by Somethinc in its TikTok video content during the "Double Date Sales" campaign, and identifies which strategy is used most often. The study uses a descriptive qualitative design and adopts Fill's (2009) marketing communication framework, which covers advertising, sales promotion, public relations, personal selling, and direct and digital marketing. Data were collected through observation and documentation of sixteen content units uploaded on Somethinc's official TikTok account, @somethincofficial, during the period from March to July 2026. The data were analyzed using Miles and Huberman's (1994) interactive model, which involves data reduction, data display, and conclusion drawing. The findings show that Somethinc applies all five marketing communication elements at different levels of intensity. Advertising is the most dominant strategy, appearing 41 times and present in 15 of the 16 contents, mainly through consistent product placement. Personal selling and direct and digital marketing follow through live demonstration and platform feature optimization, while sales promotion and public relations play a smaller, situational role. These findings enrich the academic understanding of digital marketing communication in the beauty industry and provide a practical reference for local brands in strengthening their promotional strategy on TikTok.

Keywords: *Marketing Communication strategy, TikTok, Somethinc, Double Date Sales, Digital Marketing.*