

CHAPTER 1

INTRODUCTION

1.1 Title of the Study

The title of this thesis is “An Analysis of Somethinc Brand’s Marketing Communication Strategy on “Double Date Sales” to Increase Purchase on TikTok”.

1.2 Background of Study

Digital transformation has changed the way businesses reach and communicate with consumers. Companies no longer depend only on traditional channels such as television, print media, or radio. They increasingly rely on digital platforms that allow real-time communication, measurable outcomes, and content tailored to specific audiences. This shift has placed digital marketing communication at the center of business strategy across industries, including the beauty and skincare sector. Companies increasingly rely on digital platforms to build brand awareness, promote products, and drive consumer engagement.

Social media has changed the way brands communicate with consumers. Companies no longer rely only on traditional advertising. They build a direct relationship with their audience through the content they post online. Platforms such as Instagram, Facebook, and TikTok give brands a direct and interactive way to engage with consumers. Among these platforms, TikTok has become one of the most influential due to its short-form video format and its scale. With approximately 95 million global followers, based on data from Social Blade. The platform combines short video, sound, caption, and hashtag features in one app. This combination gives brands a flexible way to introduce products and persuade consumers to buy.

Following this shift, the Indonesian beauty and skincare market has rapidly adopted TikTok as a main promotional tool. The beauty and personal care category consistently ranks among the highest-selling categories on TikTok Indonesia, and local skincare brands regularly upload tutorials, product reviews, and promotional videos to reach the platform's algorithm-driven audience (Rahmi, Kusuma, & Sari,

2026). This pattern shows that video content, not only paid advertising, has become a core promotional tool for beauty brands on TikTok. This reliance on TikTok as a promotional platform becomes particularly evident during major e-commerce campaigns, such as Double Date Sales, when brands intensify their video content to attract consumer attention and encourage purchases through time-limited promotions.

Double Date Sales, also known as Double Day Sales or "tanggal kembar" (matching dates), is a marketing strategy widely utilized by e-commerce vendors in Indonesia. According to Mitayani & Prabowo (2026), Double Date events are marketing strategies that leverage matching date numbers in the calendar, such as 2.2, 3.3, 4.4, through 12.12, to offer large-scale promotions including significant discounts, free shipping vouchers, flash sales, and cashback incentives.

One of the local beauty brands that actively utilizes TikTok as a marketing communication platform is Somethinc. As a beauty brand that focuses on skincare and cosmetic products, Somethinc uses TikTok to promote its products through various forms of content, including promotional videos, product education, campaign content, and sales-oriented posts.

Somethinc is one of the most successful Indonesian local beauty brands in leveraging TikTok as a marketing communication channel. According to data from HIGO's website, Somethinc received the Top Brand Award in the FMCG Category, ranking number 1 on TikTok Shop in 2023 among other prominent brands, demonstrating that this brand is not merely present on TikTok, but rather one of the key players that has maximized the platform's potential. This success is further reflected in the performance of Somethinc's official TikTok account (@somethincofficial), which has accumulated 3.7 million followers and tens of millions of total likes. Given this position, Somethinc serves as an ideal representation of an Indonesian local beauty brand that has successfully competed on a global platform such as TikTok, making the selection of this brand as the research object highly relevant for understanding the marketing communication strategies of local beauty brands in the era of social commerce.

Although previous studies have been conducted marketing communication strategies on double date such as Frandika, Yuliastuti, and Hartiana (2024), examined the marketing communication mix used by Somethinc on its official

TikTok account, @somethincofficial, using a quantitative content analysis over a broad observation period. The study found that public relations and direct marketing content appeared most often in the account's uploads, especially for serum and facial wash products. This study confirms that Somethinc's TikTok content carries identifiable marketing communication elements, but it analyzes the account's content in general rather than content tied to a specific sales campaign such as Double Date Sales.

Based on the gap, this study aims to analyze the marketing communication strategy used by Somethinc in its official TikTok account during the “double date sales” campaign. Also to determine which specific marketing communication strategy is the most frequently used. This objective focuses on a deeper understanding of the effectiveness of digital marketing strategies. The findings are expected to contribute to the academic understanding of digital marketing communication in the beauty industry and to provide local brands with a practical reference for strengthening their communication strategy on TikTok.

1.3 Formulation of the Problem

Identification of this problem directs research to formulate the problem as a research question as follows:

- 1 What are the marketing communication strategies used by Somethinc in its TikTok account during the “Double Date Sales” campaign?
- 2 Which marketing communication strategy is most frequently used by Somethinc in its TikTok account during the “Double Date Sales” campaign?

1.4 Scope and Limitation of the Study

This study focused on the marketing communication strategies implemented by Somethinc through its TikTok account during the “Double Date Sales” campaigns, with particular emphasis on identifying the marketing communication strategy most frequently employed between March and July 2026. The analysis was based on five elements of marketing communication strategy derived from Fill’s framework: advertising, sales promotion, public relations, personal selling, and

digital marketing. Direct marketing was excluded from the study because the analysis focused on content uploaded to Somethinc's official TikTok account during the Double Date Sales campaigns, specifically the 3.3, 4.4, 5.5, 6.6, and 7.7 events. The study examined content published on Somethinc's official TikTok account, @somethincofficial, including tutorials, product reviews, beauty tips and tricks, and promotional videos posted on the account's main feed. This limitation was established to ensure consistency in the unit of analysis, as each selected TikTok video constituted fixed digital content that could be observed, documented, and repeatedly analyzed by the researcher.

1.5 Purpose of the Study

The purposes of this study are:

1. To find out the marketing communication strategies used by Somethinc in its TikTok account during the "Double Date Sales" campaign.
2. To determine which marketing communication strategy is the most frequently used by Somethinc in its TikTok account during the "Double Date Sales" campaign.

1.6 Significance of the Study

The significance of this study are:

1. For Researchers:

This study provides a reference for future researchers who are interested in digital marketing communication, particularly regarding the use of social media platforms such as TikTok. By analyzing Somethinc's "Double Date Sales" campaign in its content, this research contributed to the academic discussion on effective communication strategies within digital promotional activities.

2. For the Institution:

The findings of this study was contribute to the academic development of the English for Business and Professional Communication Study Program at the State Polytechnic of Bengkalis. The research was

supported by the application of communication theory in the context of digital business practices. Furthermore, it served as an example of applied research that integrates language, communication, and marketing strategy within a professional business framework.

3. For the Society:

This research provided useful insights for the general public, particularly local entrepreneurs seeking to strengthen their marketing presence and engagement within the competitive TikTok marketplace. By explaining the most frequently used marketing communication strategies and their execution in content on TikTok accounts. This study was offer small business owners a practical basis for developing more effective, audience oriented sales campaign.