



**MARKETING STRATEGY FOR OVERLAY PERFUME PRODUCTS ON
TIKTOK AND INSTAGRAM IN CREATING BRAND AWARENESS****Andika Suryo Ramadhan¹****Universitas London School Public Relation Jakarta, Jakarta, Indonesia**andikasuryo42@gmail.com**Yovi Bathesta²****Universitas London School Public Relation Jakarta, Jakarta Indonesia**yovi.b@lspr.edu

Abstract

The development of social media has changed the pattern of marketing communication, particularly in the perfume industry, which relies heavily on visual, emotional, and brand identity aspects. TikTok and Instagram are the two main platforms that businesses use to build brand awareness effectively, especially among the younger generation. This study aims to analyze the marketing strategy of Perfume Overlay products through TikTok and Instagram in creating brand awareness at the level of brand recognition. This study uses a qualitative descriptive approach with a project planning method, and adopts the AISAS (Attention, Interest, Search, Action, Share) model, SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) framework. The object of the research is the local perfume brand Parfum Overlay with a focus on digital marketing activities on the brand's official TikTok and Instagram accounts. Data was collected through observation of social media content, engagement analysis, and evaluation of visual communication strategies and audience interaction. The results of the study show that the combination of creative video content, visual storytelling, brand identity consistency, and the use of interactive features such as reels, short videos, and user-generated content can significantly increase the brand recognition of Parfum Overlay. TikTok plays a big role in creating awareness quickly through viral content, while Instagram functions to strengthen brand image through aesthetic and consistent visual display. This study concludes that integrated marketing strategies through TikTok and Instagram are effective in building brand awareness of Perfume Overlay, especially at the brand recognition level. These findings are expected to make practical contributions to local business people in designing relevant digital marketing strategies, as well as academic contributions to the study of digital marketing communication in the perfume industry.

Keywords: Digital Marketing, Social Media, TikTok, Instagram, Brand Awareness, Local Perfume



INTRODUCTION

The development of information and communication technology has driven significant changes in the company's marketing strategy, especially through the use of social media as the main means of digital marketing. Social media no longer functions as a space of social interaction, but has evolved into a strategic platform in building an image, identity, and emotional connection between brands and consumers. This condition is particularly relevant for the perfume industry, whose product character relies heavily on visual, emotional, and symbolic perceptions in shaping consumer experience.

In Indonesia, the high penetration of the internet strengthens the role of social media in marketing activities. In 2022, the internet penetration rate reached 77.02%, with the majority of active users accessing platforms such as Instagram and TikTok to get entertainment, information, and get to know various brands (Permadi, 2023). Instagram offers a variety of visual features such as feeds, stories, reels, and influencer marketing that allow brands to display their product identity aesthetically and consistently. Meanwhile, TikTok comes with an interactive short video format and a powerful recommendation algorithm, so that it is able to quickly increase the reach and visibility of the brand through viral content (Independent, 2024).

TikTok is experiencing very rapid user growth in Indonesia. Based on a Statista report, the number of TikTok users in Indonesia will reach 157.6 million in July 2024, making Indonesia one of TikTok's largest markets globally (Widiarty, 2024). The advantage of TikTok lies in the *For You Page*, the use of music, visual effects, and *Hashtag Challenge* which allows content to easily spread widely and build intensive interaction between brands and audiences. In the context of digital marketing, this condition makes TikTok an effective medium to increase brand awareness, especially among the younger generation who tend to be responsive to creative content and digital trends.

Although TikTok is showing very dominant growth, Instagram still has a strategic role in building and maintaining a brand identity. Instagram is considered more stable in creating brand recognition through visual consistency, brand narrative, and long-term interaction with followers. The combination of using TikTok and Instagram has the potential to create a stronger digital marketing synergy than using one platform separately.

This phenomenon is used by Parfum Overlay as a local Indonesian brand that actively uses TikTok and Instagram as a means of digital marketing. Through creative and consistent content, Parfum Overlay is able to build brand image,



expand audience reach, and increase the competitiveness of local products amid the dominance of global perfume brands (Widiarty, 2024). This success shows that social media-based digital marketing strategies have an important role in shaping brand awareness, especially in the target market of Generation Z who have a high level of digital media consumption (DataReportal, 2025).

Brand awareness is the ability of consumers to recognize and remember a brand, which is a crucial factor in making purchase decisions. In the perfume industry, brand awareness is not only related to product recognition, but also to the image, lifestyle, and sensory experiences associated with the brand. Brands with high levels of brand awareness tend to be easier for consumers to remember and choose from, even before the experience of using the product occurs.

Based on this description, it is important to further examine how digital marketing strategies through TikTok and Instagram play a role in creating brand awareness at the level of brand recognition. This study aims to analyze the digital marketing strategy of Perfume Overlay through the two platforms and examine the relationship between the form of content, audience interaction, and increasing brand awareness. The results of the research are expected to make a theoretical contribution to the study of digital marketing communication as well as practical benefits for perfume industry players in designing sustainable marketing strategies.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a marketing strategy that utilizes digital technology and the internet to achieve marketing goals through integrated and sustainable communication with consumers. The role of digital marketing is increasingly important as people's activities shift to the digital realm, both in seeking information, shopping, and social interaction (Kingsnorth, 2026).

The growth of digital marketing is driven by the increasing penetration of the internet and the use of mobile devices. Data from the Central Statistics Agency shows that in 2024 as many as 89.74% of the Indonesian population will have access to the internet, an increase compared to 2023 of 87.09% (Statistics Indonesia, 2025). This high number reflects the readiness of the community in facing digital transformation and opens up great opportunities for companies to utilize digital media as a means of marketing.

Digital marketing includes various channels, such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, and



social media marketing. According to Kotler, Kartajaya, and Setiawan, digital marketing does not only focus on product promotion, but also on creating personalized and relevant digital experiences to build an emotional connection between brands and consumers (Agustina, 2025).

Social media marketing is one of the fastest-growing forms of digital marketing because it allows two-way interaction between brands and consumers. Social media such as Instagram and TikTok are considered effective in building brand image and increasing brand awareness through engaging visual content, such as photos and short videos (Hasibuan et al., 2026). In addition, user interest-based algorithms make content spread wider and faster, so it is used by many local businesses to strengthen their brand position in the digital market.

Another advantage of digital marketing is its ability to measure campaign effectiveness directly through indicators such as engagement rate, reach, and conversion rate. This allows companies to evaluate and adjust strategies in real-time to achieve optimal marketing results (Pratama, 2025).

Media

Social media is a digital platform that allows users to interact, share information, and produce content online. Kaplan and Haenlein define social media as an internet-based application that allows for the creation and exchange of *user-generated content* (Abdullah, 2025). In modern communication, social media plays an important role in shaping new patterns of interaction between individuals and organizations.

The development of information technology and high internet penetration have encouraged the increase in the use of social media in Indonesia. The We Are Social report notes that active social media users reach 167 million people or about 60.4% of the population, with major platforms such as Instagram and TikTok. This shows that social media has become an integral part of people's lives.

Social media has interactive and participatory characteristics that allow two-way communication, making it effective in disseminating messages and shaping public opinion (Zaxrie, 2024).

In digital marketing, social media is used to build brand image, increase brand awareness, and reach consumers more widely through visual content and strategies *Influencer Marketing*. Additionally, the analytics feature allows companies to evaluate the effectiveness of campaigns in real-time (Adha, 2025).

Tiktok

TikTok is a fast-growing short-video-based social media platform, especially among the younger generation. TikTok's advantage lies in its interest-



based algorithm (*Interest-based algorithm*) that is able to distribute content widely and quickly, so that it is effective in creating brand awareness virally (McCashin & Murphy, 2023).

TikTok emphasizes creativity and user participation through features such as *For You Page* (FYP), *duet*, and *stitch*, which encouraged the creation of *user-generated content*. This condition provides an opportunity for brands to increase audience exposure and engagement through interactive content, such as hashtag challenges or creative product reviews (Tifani et al., 2025).

In digital marketing, TikTok plays an effective role at the *Awareness* and *Commitment* in the AISAS model because of its short, engaging, and memorable video format (Udayana, 2024). The majority of TikTok users in Indonesia come from generation Z and young millennials who are responsive to authentic visual, aesthetic, and storytelling content (Wicaksono & Amelia, 2023). In addition to organic promotion, ad features such as TikTok Ads and *Branded Hashtag Challenge* Allows brands to measurably expand their audience reach with high engagement rates (Wulandari et al., 2025).

Posted on Instagram

Instagram is a social media platform that plays an important role in modern digital marketing strategies because it relies on the power of visuals and interaction in shaping brand perception. Instagram is considered effective in building consumers' image and emotional experience through photo, video, and interactive features, making it relevant for the perfume industry that emphasizes aesthetic and lifestyle aspects (Baihaqi, 2025).

Instagram features like Feed, Stories, and Reels allow brands to deliver marketing messages creatively and sustainably. Short-form visual content is considered effective in attracting the attention of young audiences, while engagement-based algorithms help to expand the brand's reach organically (Baihaqi, 2025). In the context of branding, visual consistency and narrative on Instagram accounts play an important role in strengthening brand identity and brand recognition (Yaqin, 2025).

Additionally, Instagram allows for the creation of emotional connections through direct interactions with audiences, such as comments and private messages, which contribute to the formation of customer loyalty (Lismayani & Nina Kusumawati, 2025). The role of influencer marketing is also effective in increasing brand awareness because the content is authentic and trusted by the audience, especially the younger generation (Bayti, 2025). The integration of Instagram Shopping features further strengthens Instagram's role in supporting



direct purchase decisions.

Brand Awareness

Brand awareness is the ability of consumers to recognize or remember a brand in a certain product category (Saragih & Fikri, 2025). Brand awareness plays an important role in differentiating a brand from competitors as well as influencing purchasing decisions.

Brand awareness consists of two dimensions, namely brand recognition and brand recall. Brand recognition is concerned with the ability of consumers to recognize a brand through visual cues, while brand recall refers to the ability to remember a brand without the help of external stimuli (Haro, 2024). In the digital era, increasing brand awareness is influenced by the intensity of content exposure and the consistency of brand identity. Creative visual and video content has proven to be more effective in building emotional closeness and strengthening consumers' memories of brands (Marisyah et al., 2025). Therefore, a consistent and interactive digital marketing strategy is a key factor in building brand awareness (Wardhana, 2024).

Levels *Brand Awareness* divided into four parts (Hermawan, 2019), namely:

- a. Unawareness of Brand
- b. Brand Recognition
- c. Brand Recall
- d. Top of Mind

AISAS Theory

The AISAS (Attention, Interest, Search, Action, Share) theory is a development of the AIDMA model that adjusts to changes in consumer behavior in the digital era. The development of information technology and the internet encourages consumers to be more active, especially in searching and sharing information related to products or services (Anggraeni et al., 2024).

The AISAS model explains that after consumers pay attention and show interest, they tend to search for information independently through search engines, social media, or user reviews. This information then becomes the basis for purchasing decisions (actions). After making a purchase, consumers have the potential to share their experience with others either directly or through digital media, thus creating an effect *Word of mouth* (Moeli & Widiyanti, 2015).

In this study, the AISAS model was used to analyze digital marketing strategies through Instagram and TikTok content that play a role in shaping consumer attention, interest, and information-sharing behavior.



Model SOSTAC

According to Chaffey, the SOSTAC method is an effective planning framework for e-marketing because it is systematic and easy to apply in various types of marketing planning (Arifianti, 2019). In line with that, Smith stated that SOSTAC is a planning model that includes the main stages in determining marketing actions and decision-making in a structured manner (Smith, 2020).

The SOSTAC method stands for *Situation Analysis, Objectives, Strategy, Tactics, Actions and Control*. Below are the stages of the SOSTAC method initiated by Paul R. Smith can be summarized as follows:

- a. Situation Analysis
- b. Objectives
- c. Strategy
- d. Tactics
- e. Action
- f. Control

E-marketing with the SOSTAC method is a marketing planning concept that integrates communication, strategies, tactics, and marketing activities through the coordination of various corporate communication channels. This approach aims to convey a consistent and effective marketing message in the promotional mix to attract the attention of the intended segment and target market.

RESEARCH METHOD

This study uses a qualitative descriptive approach with the SOSTAC framework (*Situation, Objectives, Strategy, Tactics, Actions, and Control*) as a model for planning and analyzing digital marketing Perfume Overlay. This model is used to design, implement, and evaluate digital marketing strategies to increase brand awareness at the level of brand recognition through Instagram and TikTok social media.

In the *Situation stage*, an analysis of the company's internal and external conditions is carried out through the SWOT approach. The internal analysis includes brand identity, product character, and the limitations of digital marketing resources, while the external analysis reviews the growth opportunities of social media users, the lifestyle trends of the younger generation, as well as the level of competition of the local perfume industry.

The *Objectives* stage is formulated using the 5S *Objectives* (*Sell, Serve, Speak, Save, and Sizzle*) approach to set strategic digital marketing goals, which include



increasing sales, quality of communication with customers, two-way interactions, promotion cost efficiency, and strengthening brand appeal and image.

The *Strategy* stage is prepared based on the *Segmentation, Targeting, and Positioning* (STP) approach which is integrated with the concept of Integrated Marketing Communication (IMC). The strategy is focused on the Generation Z segment and young millennials who are active on social media, with the positioning of Parfum Overlay as a quality local perfume with a modern and elegant character.

The *Tactics stage* describes the implementation of strategies in the form of digital content planning, collaboration with micro influencers, increasing engagement through interactive content and user-generated content (UGC), the use of paid media, and the use of digital analytics for performance optimization.

The *Actions* phase is realized through the implementation of a six-month digital campaign which is divided into three main phases, namely awareness, engagement, and conversion. Each phase is designed with specific activities tailored to digital marketing goals.

The *Control stage* is carried out through monitoring and evaluating campaign performance using Key Performance Indicators (KPIs), including engagement rate, reach, follower growth, and conversion rate. Evaluations are conducted periodically using social media analytics tools to ensure the effectiveness of the strategy and become the basis for continuous improvement.

RESULTS AND DISCUSSION

Situation Analysis

The results of the SWOT analysis the results of the situation analysis show that Parfum Overlay is a local Indonesian perfume brand that has a modern visual character and elegant packaging at a relatively affordable price. Internally, the main strength of Parfum Overlay lies in the unisex variety of scents, aesthetically pleasing minimalist packaging design, and brand positioning as a classy local perfume relevant to the lifestyle of the younger generation. A consistent visual identity is an important asset in building a professional impression and improving brand recall in consumers' minds.

However, the results of the evaluation also show that there are several weaknesses, especially in the aspect of digital marketing management. The limitation of human resources in the field of digital marketing has an impact on the consistency of content uploads and the use of analytical data professionally. This has led to the potential for audience reach and engagement to be maximized on an ongoing basis.



From the external side, a great opportunity arises from the high penetration of social media in Indonesia, especially TikTok and Instagram which are dominated by users aged 18-34 years. The consumption trend of short video content, the culture of sharing experiences, and the increasing preference for local products are strategic opportunities for Parfum Overlay to strengthen brand awareness. On the other hand, the main threat comes from the fierce competition of the local perfume industry as well as the dynamics of changing social media algorithms that can affect the visibility of content if not anticipated with adaptive strategies.



Figure 1.
Overlay Perfume Products

Demand

The demand for Overlay Perfume is reflected in the performance of TikTok accounts as an indicator of market interest and audience response to digital marketing activities. During the campaign period, there was an increase in awareness and engagement metrics that showed a growing audience interest in the brand. In addition, the performance of Instagram Perfume Overlay also shows positive growth despite being run with relatively limited resources.



Figure 2.
Instagram Followers Overlay



In the period December – January 2026, the Parfum Overlay Instagram account had 804 followers, an increase of 15.9%. This growth was shown by the addition of 146 new followers even though there were 32 accounts that unfollowed, resulting in a net growth of 114 followers.

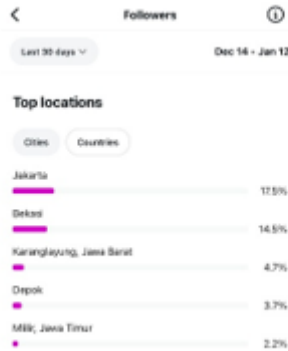


Figure 3.
Instagram Followers Overlay Location

In addition, the distribution of Parfum Overlay's follower locations is not only concentrated in Jakarta and Bekasi, which indicates an increasingly wide audience involvement. This achievement shows that the organic content strategy implemented is able to capture the attention of the audience effectively without a high reliance on paid advertising.

Objective

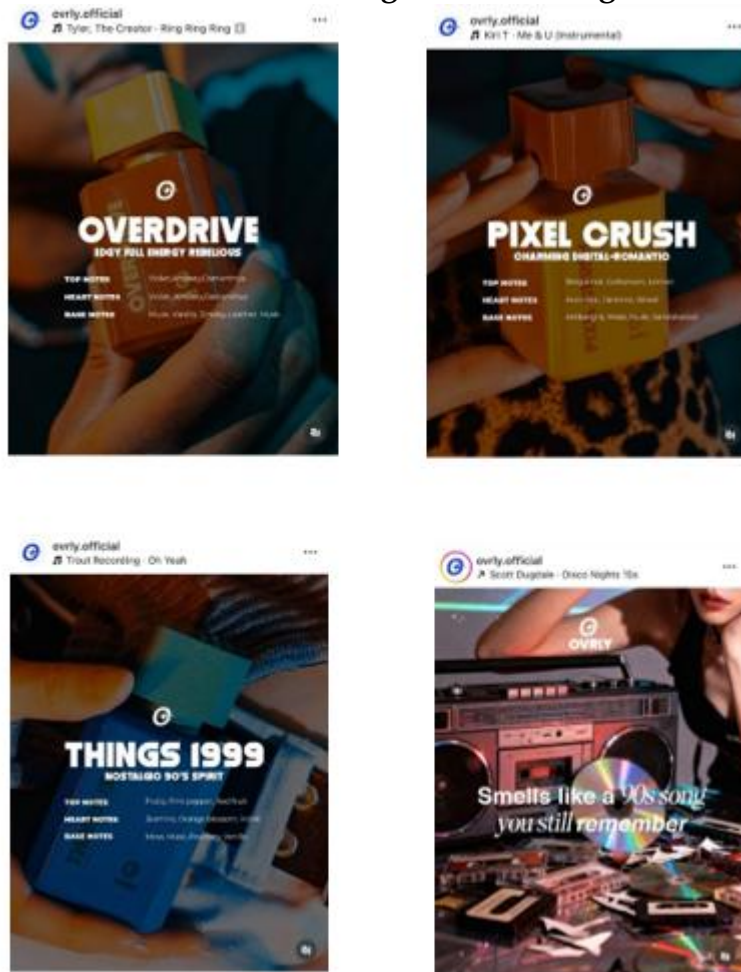
The determination of the Perfume Overlay digital marketing campaign objectives is based on the results of the analysis of the brand situation and the evaluation of Instagram performance during the campaign period. Objective serves as a strategic direction in building sustainable brand awareness, increasing audience engagement, and driving a gradual transition from awareness to engagement and conversion.

Mission Statement

The Parfum Overlay digital marketing campaign aims to increase brand awareness as a quality local perfume with a modern and elegant image among Generation Z and millennials through data-driven Instagram and TikTok content optimization and authentic storytelling. The implementation of a content calendar results in a more structured, visually consistent feed display, and is able to maintain the continuity of brand messages, thus supporting continuous audience engagement improvements.



Figure 4.
Content Calendar Instagram Mirroring Tiktok





Detailed Objective

The objective determination of the Perfume Overlay digital marketing campaign is based on the evaluation of Interactions data during the period from December 14 to January 12. This data is used to assess the level of audience engagement with content through likes, comments, shares, and saves indicators. During the period, there were 958 Interactions, with 16.3% coming from ads, indicating that audience engagement was primarily driven by organic content performance.



Analysis of interaction sources shows that most of the Interactions come from Followers (74.0%), while non-followers only account for 26.0%. This dominance of followers indicates a strong emotional attachment to the content of Parfum Overlay, so that the follower base that has been formed becomes the main strategic asset in encouraging sustainable engagement.

Strategy

Segmentation

- a. Demographics: dominant age 18-24 years ($\pm 60\%$), with a gender composition of 68.1% male and 31.9% female.

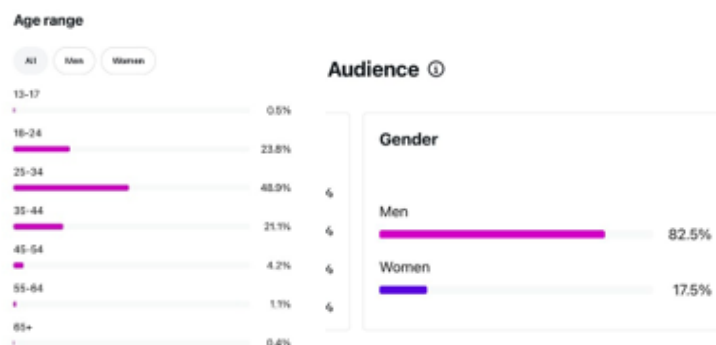


Figure 5
Instagram Demographic Audience Segmentation



- b. Geographical: The majority of the audience of the Instagram platform comes from Indonesia (95%), with a concentration of cities such as Jakarta, Bekasi, West Java, Depo, Milir - East Java. Meanwhile, 95% of Tiktok's audience comes from Indonesia.

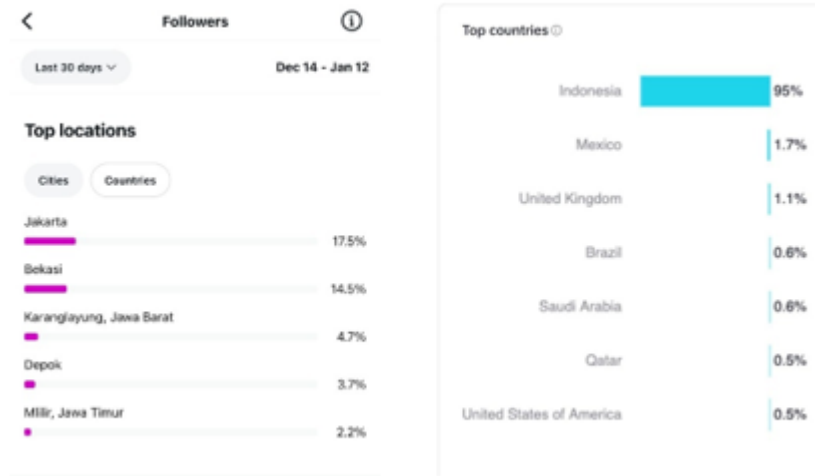


Figure 6.
Instagram and TikTok Demographic Audience Segmentation

- c. Psychographic: The audience has an interest in lifestyle, self-expression, and fashion.

Tactics

Marketing Mix

Product

Perfume Overlay offers unisex scent variants with modern and minimalist packaging designs that are suitable for Gen Z.

Price

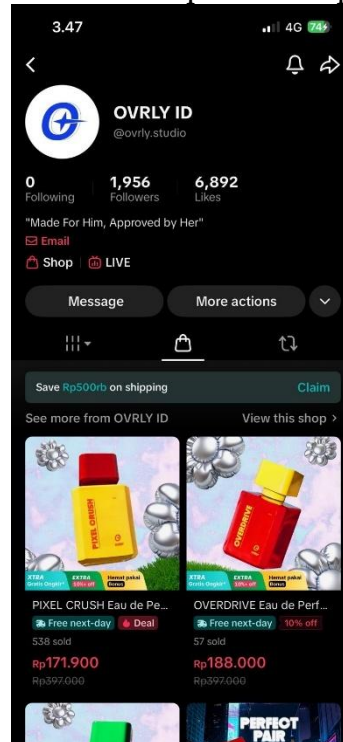
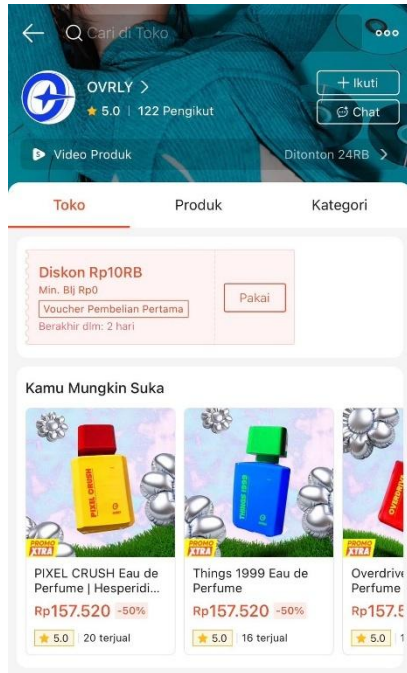
Competitive pricing strategy with periodic discount promotions such as 50% discount (10.10 campaign) to drive audience buying interest.





Square

Distribution is focused on digital channels: Tik Tok Shop, and Shopee.



Promotion

Promotion is carried out through TikTok video content, live streaming, hashtag campaigns, and micro influencer collaborations, Tiktok Ads and Instagram Ads. Data shows that videos with promo and storytelling themes can reach 1.5K–1.7K views per video.

Action

Budget

The budget is allocated efficiently with a focus on internal content production, micro influencer incentives, and boosting high-performing content. Estimated allocation:

- Content production: 40%
- Influencer & UGC: 35%
- Ads boosting & tools: 25%

Timeline

The implementation of the campaign follows a time table from September 2025 to February 2026, covering the awareness, engagement, and conversion phases.

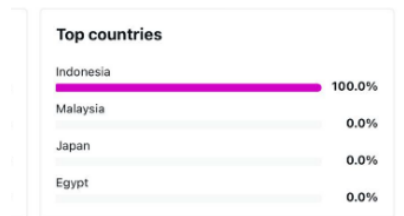


Control

Project Evaluation

The evaluation of the Parfum Overlay digital marketing project was carried out based on the data from the implementation of the content calendar to Profile Activity during the period of December 14–January 12, which was compared to the previous period (November 14–December 13). This analysis aims to assess the effectiveness of campaigns in increasing audience engagement at the profile level and identify performance gaps as the basis for preparing an action plan. The main indicators analyzed include Profile Visits, External Link Taps, and audience responses in the form of likes, comments, and shares.

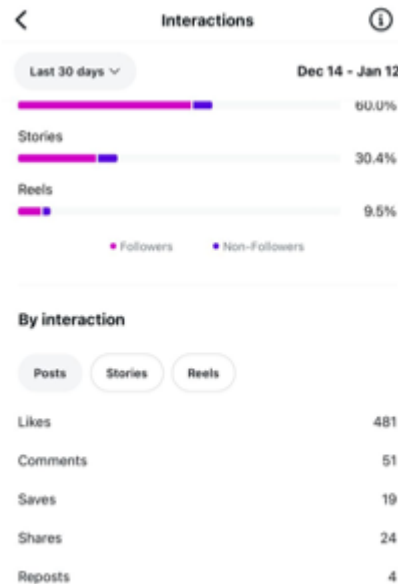
Audience ⓘ



Profile activity ⓘ

Metric	Value	Change vs Nov 14 - Dec 13
Profile activity	2,237	+1.5%
Profile visits	2,096	+3.1%
External link taps	141	-18.5%

Based on the results of the evaluation, the number of Profile Visits reached 2,237 visits, an increase of +1.5% compared to the previous period, which shows the increasing interest of the audience to explore the Perfume Overlay profile. Meanwhile, External Link Taps were recorded 141 times with a decrease of -18.5%, indicating that the audience's transition from the interest stage to follow-up action still needs to be optimized through strengthening calls to action in content.



The third indicator in the form of audience response shows the total interaction on Instagram consisting of 481 likes, 51 comments, 19 saves, 24 shares, and 4 reposts. This interaction comes not only from followers, but also non-followers, which indicates that Parfum Overlay's content is able to reach new audiences. However, these conditions indicate an imbalance between passive and active engagement, where audience interest has not fully driven follow-up action. These findings are the basis for the need for a more targeted action plan, especially through strengthening calls to action and more persuasive messages.

Overall, the results of the evaluation showed differences in effectiveness between platforms. Instagram has proven to be more effective in increasing brand awareness than TikTok, judging from follower growth, reach, views, and engagement. Meanwhile, TikTok is able to generate reach, but has not shown a significant increase in building brand awareness. This condition indicates that the position of Perfume Overlay is still at the brand recognition stage, so it is necessary to optimize digital marketing strategies based on the theory of AISAS and the SOSTAC model to expand the reach and strengthen brand awareness in a sustainable manner.

CONCLUSION

Based on the results of data analysis and discussion of the results of project research that has been carried out, it can be concluded that:



1. Efforts to create brand awareness (Brand Awareness) on the Perfume Overlay through the TikTok platform are less advanced than those on the Instagram platform.
2. The Followers, Reach, Views, and Engagement indicators on Instagram show a stronger performance than the TikTok platform. The demand for Perfume Overlay has not been fully converted into a purchase action.
3. The implementation stages have not been fully carried out, especially the SOSTAC model on social media.
4. There is still a lack of demand based on the Followers, Reach, Views, and Engagement indicators on the TikTok and Instagram platforms compared to competing *brands*.
5. Based on the results of the analysis, the level of Brand Awareness of Perfume Overlay products is more effective through the Instagram platform than the TikTok platform.

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