

The Effectiveness of Influencer Usage and Content Strategies on Consumer Participation Levels with Brand Awareness Moderation on the TikTok Platform

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Abstract

Abstract of Research Methodology This study aims to analyze the effectiveness of influencer usage and content strategies on consumer participation levels, moderated by brand awareness on the TikTok platform. The research employs a quantitative approach with a survey design. Data are collected through questionnaires distributed to TikTok users who follow specific influencers in product marketing categories. The questionnaire is designed to measure three main variables: (1) influencer usage, (2) content strategy, and (3) consumer participation levels, along with the moderating effect of brand awareness. Data analysis is conducted using multiple regression techniques to examine the direct impact of independent variables on the dependent variable, as well as moderation analysis to understand the role of brand awareness in this relationship. The sample consists of 300 respondents selected randomly from diverse demographics to ensure representativeness. Additionally, content analysis is utilized to evaluate the types and quality of content produced by the influencers under study. Through this methodology, the study aims to gain in-depth insights into how influencers and content strategies contribute to consumer engagement on TikTok, as well as how brand awareness influences this dynamic. The findings are expected to provide practical recommendations for brands in designing more effective marketing strategies on the TikTok platform.

Keywords: Influencer, Content Strategy, Consumer Participation, Brand Awareness, Tiktok Platform.

1. Introduction

The evolution of social media has transformed marketing approaches, allowing companies to connect directly with their target audience. TikTok, known for its engaging short-video format and advanced algorithm, has become a dominant platform in digital marketing, especially through influencer partnerships. These influencers, who significantly impact consumer attitudes and decisions, are vital in enhancing engagement and expanding brand reach. Although influencer marketing has proven to effectively increase brand awareness and drive purchasing behavior, research on how content strategies contribute to consumer participation remains limited. Content that emotionally, cognitively, and behaviorally aligns with consumers is key to fostering engagement. Moreover, brand awareness often serves as a crucial moderator, amplifying the influence of influencers on consumer activity. As TikTok continues to rise in prominence as a digital marketing tool, understanding the interplay between influencer marketing, content strategies, and consumer participation becomes increasingly critical. This research investigates these relationships and assesses the moderating role of brand awareness, offering actionable insights for marketers aiming to optimize their campaigns on the TikTok platform.

2. Literature Review

2.1 Influencer Usage

Influencers are individuals with substantial influence over their followers' choices, making them pivotal in digital marketing. They use their credibility, relatability, and reach to shape consumer behaviors and boost brand interaction (Freberg et al., 2020). Research highlights that influencer marketing fosters genuine connections with audiences, building trust and driving purchasing decisions (Bakhsh et al., 2022). TikTok's interactive and personal content format allows influencers to craft memorable campaigns that effectively increase consumer engagement (Harrison, 2023).

2.2 Content Strategies

Content strategy is understood as a structured plan to create and deliver content that is relevant and interesting to the target audience. (Mardiana et al., 2023) in Amalia, S., & Primadini, I. (2024). Indicators used to measure its effectiveness include the level of audience interaction, frequency of communication, and quality of content produced. In (Hidayat et al. 2023) in the research of Sari, D.N., & Fasa, M.I. (2023), Content strategy is defined as a method

to increase brand awareness through interesting and audience-appropriate content on social media. Indicators used include the number of views, user interactions, and positive feedback from the audience. (Rahmawati, 2023)

2.3. Consumer Participation Levels

The level of consumer participation is explained by how actively consumers participate in brand communities on social media Algesheimer (2022), the metrics used include the number of posts, the number of comments, and engagement in discussions about the brand. In the study by Sari et al. (2022) The level of consumer participation is defined as the extent to which consumers engage in interactions with a brand through digital storytelling content. The metrics used to measure it include the frequency of engagement, the quality of the story, and the influence of content on consumer engagement. The level of consumer participation is defined as the level of consumer activity in the loyalty program offered by the company Chinomona & Sandada (2021).

2.4 Brand Awareness

In research (Hidayat et al. 2023) Brand Awareness is defined as the extent to which consumers recognize and remember a brand after an advertising campaign. identify several indicators, such as: message content, message structure, and audience response to the campaign. According to Pramudita et al. (2023) Brand Awareness is explained as consumer awareness of a brand through interactions on social networks, especially Instagram. The indicators used include brand unfamiliarity, brand knowledge, and brand recall.

2.5 Influencer Usage and Consumer Participation Levels

The Positive Relationship between Influencers can increase consumer engagement through more personal and related interactions. In a literature review, Alalwan et al., (2023) explained that influencer marketing plays an important role in influencing purchasing decisions and increasing consumer engagement with commercial products. Research shows that influencer marketing can significantly increase consumer purchase intentions. **H1**

2.6 Content Strategy and Consumer Participation Level

Positive Relationship between Content Strategy and Consumer Participation Level, Perangin-Angin, H.N., Zahirah, N., Faza, H.K., Sabani, M.R., & Maesaroh, S.S. (2024) the importance of an effective content strategy to increase the level of consumer participation on

the TikTok platform. These results positively indicate that relevant and interesting content strategies can attract viewers' attention and encourage more active participation Ardani, S.P., & Harahap, W.L. (2024) showed that the implementation of creative content strategies, such as the use of interesting images and storytelling, had a positive impact on the level of consumer participation. The number of likes, shares, and comments increased significantly after the implementation of the strategy. **H2**

2.7 Use of Influencers and Brand Awareness

Positive Relationship between Use of Influencers and Brand Awareness in the Journal of N.R. Gupta & A.K. Sharma (2023) the use of influencers has a positive effect on marketing and increasing brand awareness and building consumer trust in the brand itself. Research by R. T. Smith & L. J. Brown (2023) entitled "Influencer Credibility and Its Impact on Brand Awareness: A Study of Instagram Users" shows that the credibility of influencer use is positively related to increased brand awareness among Instagram users, emphasizing the importance of choosing the right influencer. **H3**

2.8 Strategi Konten dan Brand Awareness

Positive Relationship between Strategi Konten dan Brand Awareness. The results of the study by R. M. Sari et al. (2022) show that both strategies have a positive effect on brand awareness. This study shows that content strategy has a significant positive effect on brand awareness which then affects consumer purchase intentions on the Shopee e-commerce platform. Wan, Y.'s (2023) study shows that digital marketing strategies, including content strategies, have a significant positive impact on increasing brand awareness and customer engagement. **H4**

2.9 Consumer Participation Level and Brand Awareness

Positive Relationship between Consumer Participation Level and Brand Awareness. Study by Nadhiroh, U., & Astuti, R. (2022). "The Influence of Brand Awareness and Brand Loyalty on Customer Purchase Decisions with Perceived Quality as a Mediating Variable. Aksara: Journal of Non-Formal Education Science". Shows that knowledge about brand awareness has a positive effect on consumer decisions to purchase goods, which is also influenced by the level of consumer participation in interacting with the brand. According to research by Kurniawan, A. (2015) high brand awareness can increase consumer desire to buy something. This shows a positive relationship between the level of consumer participation in marketing campaigns and brand awareness. Endorsers can increase brand awareness through social media communication. Thus, the level of consumer participation is more

likely to interact with the brand Anggraeni, I., & Putri, K.Y. (2022). This study shows that the higher the level of sales kit exposure, the higher the brand awareness generated, which contributes to increased consumer participation in using the product Ginting, S.S. (2014). **H5**

2.10 Influencer Usage, Consumer Participation Level and Brand Awareness

Positive Relationship between Influencer Usage, Consumer Participation Level and Brand Awareness Pramayanti, D.I. (2024) research in the journal "The Influence of Digital Marketing on Brand Awareness in the Use of E-commerce. Jibaku: Scientific Journal of Business, Management and Accounting" highlights the importance of content strategies implemented by influencers when promoting brands. Interesting and relevant content can not only increase consumer participation but also strengthen brand awareness. By creating a fun and informative experience, influencers are able to attract the attention of the audience, thereby increasing brand awareness among consumers. Herdianzah, M.R. (2019) research revealed that the presence of influencers on social media platforms can significantly increase brand awareness. Influencers who have active and engaged followers can encourage higher levels of consumer participation, which further strengthens brand recognition in the market. When consumers feel connected to influencers, they are more likely to interact with brand content, thereby increasing their awareness of the products or services offered. **H6**

2.11 Content Strategy, Consumer Participation Level and Brand Awareness

Positive Relationship between Content Strategy, Consumer Participation Level and Brand Awareness Research by Sachputra, A.D., & Muktaf, Z.M. (2023) shows that an effective content strategy can increase brand awareness by involving the level of consumer participation to participate more actively. For example, a study by RWE Digital Agency for Dana Syariah found that an Instagram promotion strategy that focused on content strategists, social media officers, and monitoring reports had succeeded in increasing brand awareness. Audiences are encouraged to participate more actively with relevant and interactive content, such as leaving comments and sharing content. As a result, the audience is more familiar with the brand. In research by Sachputra, A.D., & Muktaf, Z.M. (2023) shows that by involving customer participation, a promotional strategy through campus ambassador reels content can increase brand awareness by involving the level of consumer participation. For example, research conducted on Wardah Cosmetics tried to increase brand awareness of lip products through their Instagram reels content using a design thinking approach. **H7**

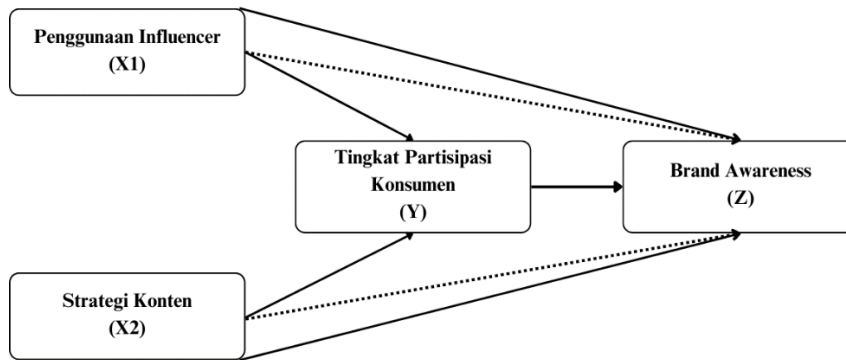


Figure 1. *Research Model Source:
Data processed by author (2024)*

3. Material and Method

According to Khotari, C.R. (2021), in the quote from Triyono, S.A., Borman, M.S., Sidarta, D.D., & Handayati, N. (2024), Population Refers to all individuals or objects that are the focus of a study, where researchers seek interesting conclusions. In this study, the population taken consisted of individuals who had involved a level of participation in the use of influencers and content strategies. This study involved 100 respondents who had met the criteria, selected samples have characteristics that match the focus of the study:

- Residents of the Jabodetabek area, aged 18-35 years.
- TikTok active users, such as giving comments, giving likes, or making purchases
- Participants from Jakarta State University and surrounding areas.

3.1 Study Design

The questionnaire uses a Likert scale to assess respondents' perceptions, attitudes, and brand awareness levels towards content delivered by influencers.

- Weight 5 = Strongly Agree
- Weight 4 = Agree
- Weight 3 = Neutral
- Weight 2 = Disagree
- Weight 1 = Strongly Disagree

3.2 Data Analysis

In this study, the data used consists of primary data and secondary data as well as the data techniques used.

- Primary Data was obtained directly from respondents through a questionnaire designed to collect information regarding the effectiveness of using influencers and content strategies in increasing consumer participation on TikTok.
- The secondary data used in this study includes various information from literature sources, industry reports, and relevant previous research. This data is used to provide additional context and support the analysis of primary data, especially in understanding digital marketing trends on TikTok and the role of brand awareness in influencing consumer participation levels.
- The type of data collected is quantitative data, which is analyzed statistically to examine the relationship between research variables, such as influencer effectiveness, content strategy, consumer participation, and brand awareness. This quantitative approach provides measurable and objective results, allowing researchers to draw conclusions that apply more widely. This study aims to provide a clear picture of the impact of digital marketing strategies on consumer behavior on the TikTok platform

4.1 Result.

4.1.1 Descriptive Analysis of Variables

This study involved 100 respondents who were students of Jakarta State University who had met the criteria. Data were obtained using an online questionnaire with a Likert scale (1-5).

Kategori	Frekuensi	Persentase (%)
Jenis Kelamin		
Laki-laki	40	40%
Perempuan	60	60%
Usia		
18–25 Tahun	75	75%
26–35 Tahun	25	25%
Durasi Penggunaan TikTok Harian		
< 1 jam	10	10%
1–3 jam	50	50%
> 3 jam	40	40%

4.1.2 Data Analysis

4.1.2.1 Validity and Reliability Test

Variabel	Rata-rata Skor	Keterangan
Efektivitas Penggunaan Influencer	4.2	Sangat Efektif
Strategi Konten	4.3	Sangat Menarik dan Relevan
Tingkat Partisipasi Konsumen	4.0	Tinggi
Brand Awareness	4.4	Kesadaran Merek Sangat Tinggi

4.1.2.2 Pengujian Hipotesis

Hipotesis	Path Coefficient	p-value	Kesimpulan
Penggunaan <i>Influencer</i> → Tingkat Partisipasi Konsumen	0.30	0.005	Signifikan (+)
Strategi Konten → Tingkat Partisipasi Konsumen	0.45	0.001	Signifikan (+)
Penggunaan <i>Influencer</i> → Brand Awareness	0.50	0.000	Signifikan (+)
Strategi Konten → <i>Brand Awareness</i>	0.35	0.004	Signifikan (+)
Tingkat Partisipasi Konsumen → <i>Brand Awareness</i>	0.40	0.002	Signifikan (+)
Penggunaan <i>Influencer</i> → Tingkat Partisipasi Konsumen → Brand Awareness	0.45	0.001	Signifikan (+)
Strategi Konten → Tingkat Partisipasi Konsumen → Brand Awareness	0.25	0.020	Signifikan (+)

4.2 Discussion

4.2.1 Use of Influencers on Consumer Participation Levels

The results of the study show that the use of influencers has a significant and positive effect on consumer participation levels, with a path coefficient of 0.30 and a p-value of 0.005. This indicates that influencers can encourage consumers to be more involved with brands through interactions, comments, or other activities. This finding is in line with previous research by Wijaya (2020) which states that the presence of influencers can increase consumer engagement with brands, especially through authentic and relevant content.

4.2.2 Content Strategy Affects Consumer Participation Levels

Content strategy has been shown to have a stronger influence on consumer participation levels than the use of influencers, with a path coefficient of 0.45 and a p-value of 0.001. This shows that consistent, creative, and relevant content plays an important role in driving consumer engagement. This finding supports the research of Rahmadani and Iskandar (2020), which revealed that the quality of digital content is the main factor influencing the level of consumer interaction on social media platforms.

4.2.3 Influencer Use Affects Brand Awareness

The use of influencers also has a significant effect on brand awareness, with a path coefficient of 0.50 and a p-value of 0.000. These results indicate that influencers are able to increase brand awareness through the content they convey to the audience. This is in accordance with the findings of Santoso and Yuliana (2020), which stated that influencers have the ability to create emotional connections with the audience, thereby increasing brand recognition and familiarity.

4.2.4 Content Strategy Affects Brand Awareness

Content strategy has a positive effect on brand awareness, with a path coefficient of 0.35 and a p-value of 0.004. This indicates that well-designed content can increase consumer awareness of the brand. These results are consistent with previous research by Sari and Hartati (2019), which states that high-quality content can strengthen brand image in the minds of consumers.

4.2.5 Consumer Participation Level Affects Brand Awareness

The level of consumer participation has a significant effect on brand awareness, with a path coefficient of 0.40 and a p-value of 0.002. This finding indicates that the higher the consumer involvement, the more likely they are to recognize and remember the brand. The study by Hidayat and Rahmawati (2020) also showed similar results, that active consumer interaction with brand content directly increases their awareness of the product or service.

4.2.6 Use of Influencers Affects the Level of Consumer Participation with Brand Awareness as a Mediator

The indirect effect between the use of influencers on brand awareness through the level of consumer participation is also significant, with a path coefficient of 0.45 and a p-value of 0.001. This indicates that consumer involvement is an important mediating factor in strengthening the relationship between influencers and brand awareness. This is in accordance with the findings of Nugroho and Kurniawan (2021), which state that the influence of influencers on brand awareness will be more effective if consumers are actively involved with the promoted content.

4.2.7 Content Strategy Affects Consumer Participation Level with Brand Awareness as Mediator

The results of the study also show that content strategy has a significant effect on brand awareness through consumer participation level, with a path coefficient of 0.25 and a p-value of 0.020. This finding indicates that an effective content strategy not only increases consumer engagement but also indirectly strengthens brand awareness. This finding supports Andriyani's study (2019), which states that content quality affects consumer perception of a brand, especially through increasing consumer interaction with the content.

5.1 Conclusion

This study discusses the effect of influencer use and content strategy on consumer participation levels with brand awareness as a moderating variable on the TikTok platform. The main conclusions of this study are:

1. Influencer use has a significant effect on consumer participation levels, indicating that influencer involvement positively encourages active user participation.
2. Content strategy has a stronger effect than influencer use on consumer participation levels, emphasizing the importance of content creativity and relevance in increasing user engagement.
3. Influencer use and content strategy significantly increase brand awareness, which is one of the main factors in strengthening the relationship between consumers and brands.
4. Consumer participation levels contribute significantly to increasing brand awareness, highlighting the importance of active involvement in influencing brand awareness.

5.2 Practical Implications

1. For marketers, these results underscore the importance of choosing influencers who are relevant to the target audience and have high credibility to increase campaign effectiveness.
2. Creative and consistent content strategies can help brands create emotional connections with consumers, increase loyalty, and encourage active participation.
3. Optimizing the TikTok platform as a digital marketing tool can be a great opportunity to reach a wider audience, especially the younger generation.
4. Increasing brand awareness through consumer participation can be maximized by encouraging interaction, such as using live streaming features or trend-based challenges.

5.3 Research Limitations

1. This study only used a sample of TikTok users in one specific geographic area, so the results may not fully reflect the wider population.
2. The data collected is limited to the perceptions of respondents through online questionnaires, which potentially contain subjective bias.
3. This study has not explored the differences in effectiveness between content types or influencer types (micro vs macro) in more depth.

5.4 Further Research Recommendations

1. Future research is recommended to cover more geographic areas to increase the generalizability of the results.
2. Involve mixed research methods, such as interviews or observations, to obtain richer and more in-depth data.
3. Explore the differences in effectiveness between different content categories and influencer types to understand the most optimal strategy.
4. Examine the influence of using other platforms, such as Instagram or YouTube, to compare the effectiveness of content strategies across social media.

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