



Designing TikTok Content to Improve Brand Identity and Brand Awareness (A Case Study of GNK Store Singosari)

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Abstract: Purpose: This study aims to design and implement TikTok-based social media content and a new visual identity to strengthen brand identity and increase brand awareness of Toko GnK Singosari. The research focuses on developing effective digital branding strategies through structured content planning and rebranding processes. **Research Methodology:** This research was conducted at Toko GnK Singosari using a qualitative approach with the Research and Development (R&D) method through the ADDIE model, consisting of Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through field observations, in-depth interviews with the business owner, documentation, and literature review. The developed products included a new logo design and TikTok content plans such as before-after content, educational content, and behind-the-scenes videos. **Results:** The results show that the implementation of rebranding and TikTok content strategies successfully strengthened the visual identity and increased brand awareness of Toko GnK Singosari. Engagement metrics such as views, likes, shares, and comments demonstrated significant improvement, particularly in video-based behind-the-scenes content, which achieved the highest audience reach and interaction. **Conclusions:** The study concludes that a structured digital branding approach through rebranding and TikTok content planning effectively enhances brand identity and brand awareness for small and medium enterprises. The ADDIE model proved to be an effective framework for developing and implementing digital content strategies in social media marketing. **Limitations:** This study was limited to one small business and a short implementation period, which may restrict the observation of long-term impacts on brand awareness and customer behavior. **Contribution:** This research contributes to the field of digital branding and social media marketing by providing practical insights into the application of TikTok content strategies and visual identity rebranding for SMEs. The findings can serve as a reference for small businesses in developing effective digital promotion strategies.

Keywords: Digital branding; TikTok content strategy; Brand identity; Brand awareness; Research and development

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1. Introduction

The rapid development of digital technology, particularly social media, has significantly transformed consumer behavior and business marketing strategies. Global data indicate an increase in social media usage and the amount of time spent on digital platforms, making applications such as TikTok increasingly important in modern marketing practices. TikTok is a short-video platform that allows users to create and share creative content, which has attracted massive user engagement [4]. In Indonesia, TikTok has become one of the fastest-growing social media platforms with millions of active users, creating new opportunities for businesses to reach broader audiences through short-form video marketing [19].

Short video content platforms such as TikTok, Instagram Reels, and YouTube Shorts are not only popular due to shorter audience attention spans but also because of their ease of production, shareability, and strong algorithmic support that increases content reach exponentially. Recent studies indicate that content characteristics such as strong hooks, authenticity, and storytelling significantly influence user engagement and brand awareness [17]. Therefore, TikTok has become not only an entertainment medium but also an effective tool for building brand identity and brand awareness.

Brand identity refers to the visual, verbal, and value-based elements that distinguish a brand in consumers' perceptions, while brand awareness represents consumers' ability to recognize and recall a brand during purchasing decisions. Both concepts are closely related, as consistent brand identity accelerates brand recognition, while high awareness increases the likelihood of brand selection [10]. The shift from traditional to digital marketing channels requires businesses to integrate visual identity design and digital content production to effectively capture audience attention.

Previous research has highlighted the importance of system quality, perceived usefulness, and content creator credibility in determining TikTok marketing success. Qualitative studies further emphasize the role of consistent visual styles and storytelling in shaping brand identity among younger audiences. These findings strengthen the practical rationale for businesses, particularly small and medium enterprises (SMEs), to explore content design strategies on TikTok to remain competitive in the digital era.

According to the Indonesian Ministry of Cooperatives and SMEs report (2024), only approximately 38.11% of SMEs have adopted digital platforms for marketing, while most still rely on traditional promotion methods such as word-of-mouth and offline marketing. TikTok, with its high personalization algorithm and viral potential, has proven effective in increasing brand awareness through creative content that emotionally engages audiences [2]. However, studies examining TikTok's effectiveness in building consistent brand identity among local SMEs, especially in the culinary sector, remain limited.

This research focuses on GNK Store Singosari, a home-based snack business that has not yet utilized TikTok as a promotional medium. Despite having quality products, the store faces challenges in expanding market reach and developing a modern brand image. The current promotional strategy relies heavily on WhatsApp stories and word-of-mouth marketing, with inconsistent visual identity and a simple logo design that does not represent the product variety offered. As a result, brand exposure remains limited to the local area.

To address this gap, this study aims to design TikTok content and redevelop the visual identity of GNK Store Singosari as a strategic solution to enhance brand identity and brand awareness. TikTok was selected due to its strong emotional engagement potential and its ability to visually communicate brand stories creatively. The platform's algorithm also supports content distribution to relevant audiences, positively impacting brand exposure and recall [7].

This study adopts a Research and Development (R&D) approach using the ADDIE model to produce tangible outputs, including a redesigned logo and a structured TikTok content plan tailored to the target audience. The integration of content production strategies and consistent visual identity is expected to contribute to measurable improvements in brand awareness and brand identity. Furthermore, the findings provide both empirical contributions to digital marketing literature and practical solutions for SMEs seeking digital transformation through social media platforms.

2. Preliminaries or Related Work or Literature Review

2.1. TikTok Content Marketing and Digital Branding

TikTok has emerged as one of the most influential social media platforms for short-form video marketing, driven by its highly personalized algorithm and strong engagement mechanisms. Unlike traditional social media platforms that rely heavily on follower-based distribution, TikTok enables content to reach broad audiences through the "For You Page" system, which curates content based on user interests and behavioral patterns [21]. This feature provides equal opportunities for small businesses and emerging brands to gain visibility without requiring a large initial follower base.

Previous studies emphasize that TikTok content characterized by creativity, authenticity, trend adaptation, and compelling storytelling significantly enhances user engagement and

brand exposure [12]. Creative video formats that incorporate popular music, visual transitions, and relatable narratives tend to capture audience attention more effectively, resulting in higher interaction levels. Moreover, authentic content that reflects real brand experiences strengthens emotional connections between brands and consumers.

Content marketing on TikTok not only functions as a promotional tool but also serves as a communication medium that builds trust and long-term relationships with audiences. Visual consistency, interactive features such as live sessions and comment engagement, and clear brand messaging are identified as essential components in effective TikTok content strategies. High-quality digital content encourages repeated exposure, which reinforces audience familiarity and strengthens brand recall over time. Consequently, TikTok content marketing plays a significant role in shaping digital branding outcomes by enhancing visibility, engagement, and brand perception.

Furthermore, the interactive nature of TikTok allows users to actively participate in brand communication through likes, shares, comments, and duet features. These interactive elements increase user involvement and contribute to stronger emotional attachment to brands [2]. Higher interaction rates also signal content relevance to the platform's algorithm, which further amplifies brand reach.

Several researchers argue that consistent posting frequency and content relevance are essential in maintaining audience interest and sustaining digital branding performance [3]. Brands that regularly upload high-quality and trend-adaptive content tend to experience higher engagement growth and follower retention. This consistency strengthens brand presence in users' daily digital consumption.

In addition, TikTok's short-form video format supports quick information delivery and entertainment value, making it suitable for modern consumer behavior characterized by short attention spans. This format enables brands to convey identity, values, and product information efficiently, which contributes positively to digital brand image formation [7].

2.2. Brand Identity and Brand Awareness in Digital Platforms

Brand identity refers to the collection of visual, verbal, and emotional elements that distinguish a brand from its competitors and communicate its values to consumers. These elements include logos, color palettes, typography, tone of communication, and brand personality, which together form a cohesive brand image [5]. In digital environments, consistent application of these elements across social media platforms is crucial in establishing professionalism and credibility.

Research indicates that brands with strong and consistent visual identity are more easily recognized and remembered by consumers [16]. Visual coherence across digital touchpoints helps reinforce brand meaning and differentiates the brand within crowded online markets. In social media contexts, where users are exposed to large volumes of content daily, visually distinct and consistent branding becomes a critical factor in capturing attention.

Brand awareness represents the extent to which consumers are able to recognize and recall a brand when making purchasing decisions. It is considered a fundamental dimension of brand equity and is influenced by the frequency of brand exposure and the level of audience engagement [8]. Interactive content, such as videos, live streaming, and user-generated responses, has been proven to significantly enhance both brand recognition and brand recall [1]. Furthermore, TikTok's algorithm-based content distribution system increases content repetition and reach, which strengthens memory retention and brand familiarity among users. Thus, effective digital branding strategies that integrate strong brand identity elements with engaging content marketing practices contribute directly to the development of brand awareness.

In digital platforms, brand identity is not only conveyed visually but also through communication style, storytelling approach, and engagement tone. Consistent narrative themes and emotional appeal across content help shape consumer perceptions and reinforce brand positioning. Strong brand identity also influences consumer trust and perceived quality. When brands present themselves consistently and professionally online, consumers are more likely to develop positive attitudes and loyalty toward the brand. This trust further strengthens brand awareness and long-term brand equity [3].

Moreover, social media platforms enable two-way communication, allowing consumers to directly interact with brands. This interaction contributes to co-creation of brand meaning,

where consumers actively participate in shaping brand perception, thus enhancing awareness and emotional connection [1].

2.3. Rebranding and Visual Identity in Social Media Marketing

Rebranding is a strategic process aimed at renewing a brand's image to adapt to market changes, consumer preferences, and technological developments. Logo redesign is often a central component of rebranding efforts, as the logo functions as the primary visual representation of a brand. Successful rebranding enhances brand relevance, strengthens credibility, and modernizes brand perception while maintaining alignment with core brand values [14].

In digital and social media contexts, logo design must consider simplicity, adaptability, and visibility across various screen sizes and content formats. Logos that are visually clear and scalable perform better in short-form video platforms such as TikTok, where quick recognition is essential. Empirical studies on small and medium enterprises (SMEs) in Indonesia demonstrate that strategic logo rebranding significantly improves professional image and strengthens brand recognition in online platforms [5]. When rebranding efforts are integrated with consistent digital marketing strategies, they contribute positively to brand awareness and consumer acceptance. Therefore, visual identity redesign serves as a critical factor in reinforcing brand positioning within digital environments.

Rebranding also reflects organizational evolution and strategic repositioning in response to competitive pressures. Through visual updates and renewed messaging, brands can communicate innovation and relevance to younger digital audiences [21].

However, ineffective rebranding may lead to consumer confusion or loss of brand equity if changes are too drastic or inconsistent with previous brand values. Therefore, maintaining continuity while modernizing visual identity is essential for successful rebranding outcomes [20].

In social media marketing, rebranding efforts should be supported by strategic content communication to educate audiences about new visual elements. Repeated exposure to redesigned logos and visual themes through TikTok content helps accelerate consumer acceptance and strengthens brand awareness [17].

2.4. Content Planning Strategy in TikTok Marketing

A content plan functions as a strategic framework that organizes content themes, objectives, formats, posting schedules, and performance indicators to ensure consistent and effective communication across digital platforms. Structured content planning supports brand message coherence and allows marketers to evaluate content effectiveness through engagement metrics such as views, likes, comments, and shares [3].

In TikTok marketing, effective content planning involves understanding target audience characteristics, analyzing platform trends, incorporating storytelling techniques, and monitoring content performance [20]. Various content formats, including product showcases, behind-the-scenes activities, tutorials, and customer testimonials, have been identified as effective in increasing audience interaction and brand exposure.

By systematically aligning content themes with brand identity elements, a content plan strengthens brand consistency and enhances consumer recognition. Consequently, content planning strategies play a vital role in supporting the development of brand identity and improving brand awareness in digital marketing environments.

Additionally, content planning allows brands to strategically schedule posts during peak user activity times, maximizing content reach and engagement potential [3]. Proper timing ensures that content is delivered when audiences are most receptive. Data-driven content planning, supported by performance analytics, enables marketers to identify successful content types and optimize future strategies. Continuous evaluation enhances content relevance and improves digital branding effectiveness over time [20]. Moreover, a structured content plan supports long-term branding goals by ensuring consistency in messaging, visual presentation, and engagement style. This consistency builds stronger brand identity and increases consumer trust and awareness across digital platforms [2].

2.5. Research Questions

This study is guided by the following research questions:

1. How can TikTok social media content be designed to enhance brand awareness and how can a new logo strengthen brand identity at GNK Store Singosari?
2. How can the designed TikTok content and the new logo be implemented to improve brand awareness and reinforce brand identity at GNK Store Singosari?

3. Proposed Method

This study employed a qualitative Research and Development (R&D) approach aimed at producing practical digital marketing outputs in the form of TikTok promotional content and a redesigned brand logo to enhance brand identity and brand awareness of Toko GnK Singosari. Research and Development is a systematic method used to design, develop, and validate products that address real-world problems [18]. The ADDIE model (Analysis, Design, Development, Implementation, and Evaluation) was adopted as the main framework for content and visual identity development due to its systematic structure, simplicity, and adaptability in various design contexts [9].

The research process began with an analysis stage to identify the main challenges faced by Toko GnK Singosari, particularly weak brand identity and low brand awareness. Observations indicated that marketing activities relied primarily on word-of-mouth promotion and had not yet optimized social media platforms such as TikTok. Based on these findings, the design stage focused on developing a new logo and visual identity elements including color schemes, typography, and brand messaging to reflect a modern and consistent brand image. Simultaneously, TikTok content concepts were created through storyboards, visual styles, and promotional narratives aligned with the brand's positioning [13].

In the development stage, the designed concepts were transformed into actual TikTok video content through editing and production processes. Various content formats such as product showcases, behind-the-scenes videos, and visual posts were produced to attract audience attention. The implementation stage involved uploading the developed content to the official TikTok account of Toko GnK Singosari based on the planned content schedule, accompanied by active interaction with audiences through comment responses and engagement activities [11].

Evaluation was conducted by analyzing TikTok performance metrics, including views, likes, comments, shares, and follower growth, over a trial period of one to two weeks. In addition, in-depth interviews with the business owner were carried out to assess perceptions of changes in brand image and the effectiveness of the content strategy in strengthening brand awareness and brand identity.

Primary data were collected through interviews, direct observations, and documentation of content production processes. To ensure data credibility, qualitative validation techniques were applied, including member checking to confirm research interpretations with the business owner and triangulation by comparing qualitative findings with quantitative engagement metrics obtained from TikTok analytics. This validation process strengthened the reliability and trustworthiness of the research results [18].

The implementation of the ADDIE-based R&D approach in this study was expected to generate a modern and professional visual identity, a structured TikTok content strategy, increased brand awareness as reflected in improved engagement metrics, and strengthened brand identity based on positive consumer perceptions.

4. Results and Discussion

4.1. Initial Branding Condition of Toko GnK Singosari

The initial branding condition of Toko GnK Singosari indicated limited utilization of digital marketing strategies, particularly social media platforms. Based on direct observation and in-depth interviews with the business owner, promotional activities primarily relied on word-of-mouth (WOM) communication and personal messaging through WhatsApp. The brand did not possess a consistent visual identity, as evidenced by the absence of standardized logos, color schemes, and typographic elements across promotional materials. This condition resulted in low brand visibility and weak brand recognition among potential consumers [3].

Furthermore, the absence of an active social media presence caused the business to miss opportunities to reach younger digital-oriented consumers who frequently rely on online platforms to discover new products and brands. Most customers became aware of Toko GnK Singosari only through personal recommendations or repeat purchases, limiting market

expansion. The promotional content used by the business was also irregular and lacked strategic planning, resulting in inconsistent communication with consumers. Without a content schedule or clear promotional objectives, marketing efforts were unable to generate sustained engagement or build long-term brand relationships.

In addition, the business did not implement any form of digital performance evaluation, such as monitoring customer responses or engagement levels, which made it difficult to assess the effectiveness of promotional activities. This condition hindered the development of more targeted and impactful branding strategies.

Previous studies emphasize that the lack of structured digital branding strategies often leads to limited market reach and low brand awareness, particularly among micro and small enterprises [1]. Without a clear brand identity, consumers tend to perceive businesses as less professional and less trustworthy [5]. This finding aligns with [16], who argue that consistent visual identity across digital platforms is essential in building brand credibility and differentiation in competitive markets.

Therefore, the initial condition of Toko GnK Singosari demonstrated the urgent need for a comprehensive digital branding strategy through TikTok content development and visual identity redesign to strengthen both brand identity and brand awareness.

4.2. Development of Brand Identity Elements

The development phase focused on creating a new brand identity that reflects the values, personality, and market positioning of Toko GnK Singosari. This process involved redesigning the logo, selecting a harmonious color palette, establishing consistent typography, and defining a modern visual style suitable for digital platforms. The new logo design emphasized simplicity, readability, and scalability to ensure effective display across TikTok videos and other digital media [6].

This approach is supported by [3], who highlight that effective logos must be visually simple, easily recognizable, and adaptable to various digital formats. Furthermore, [7] suggest that strategic rebranding enhances brand relevance and credibility when aligned with evolving consumer preferences. The redesigned visual identity aimed to modernize the brand while maintaining its core values as a local snack business.

The implementation of the new brand identity strengthened the professional image of Toko GnK Singosari and provided a consistent visual foundation for TikTok content creation. Similar findings by [15] indicate that SMEs that implement structured visual rebranding experience improved brand recognition and positive consumer perceptions in digital environments.



Figure 1. Final redesigned logo of Toko GnK Singosari

4.3. TikTok Content Design and Implementation

Following the establishment of the new brand identity, various TikTok content formats were designed and implemented to enhance audience engagement and brand exposure. The content strategy incorporated several types of videos, including product showcase carousel-style visuals, educational content related to snacks and business processes, and behind-the-scenes footage showcasing daily operations. Each content format was developed using consistent visual elements such as logo placement, color schemes, and brand tone to reinforce brand identity.

In addition to visual consistency, each content piece was structured with clear messaging objectives aimed at introducing product uniqueness, highlighting product quality, and strengthening the emotional connection with consumers. Product showcase videos focused on presenting textures, flavors, and packaging design to attract visual interest, while educational content explained production processes, ingredient selection, and storage tips to build consumer trust and perceived product value. Behind-the-scenes content provided a more personal perspective of the business operations, allowing audiences to relate to the brand on a human level and increasing authenticity.

The use of storytelling techniques, popular background music, and trending hashtags was applied to increase content reach through TikTok’s algorithmic distribution system [21]. Creativity and authenticity were emphasized to align with user-generated content culture on TikTok, as recommended by [2]. Visual consistency across videos further enhanced brand recall and professional appearance, supporting [12], who state that coherent visual design plays a crucial role in digital content effectiveness.

Furthermore, content scheduling was arranged in a structured manner to maintain consistent brand exposure. Videos were uploaded several times per week during peak user activity hours to maximize reach and engagement. The consistency of posting frequency helped the brand remain visible on users’ feeds and supported the formation of audience habits in consuming the brand’s content. This strategic posting pattern also enabled the evaluation of content performance based on engagement trends over time.

The implementation phase also involved active interaction with audiences through replies to comments and engagement in trending discussions, which strengthened emotional connections between the brand and consumers. This interactive approach contributed to higher engagement rates and improved visibility on the platform.

Additionally, the content implementation process served as a learning phase for the business owner in understanding digital marketing practices. Through continuous content experimentation and audience feedback analysis, the business gained insights into consumer preferences, optimal content formats, and effective communication styles. This experience contributed to the development of a more adaptive and sustainable digital branding strategy for future marketing efforts.



Figure 2. Sample TikTok carousel-style product content



Figure 3. Sample TikTok educational content

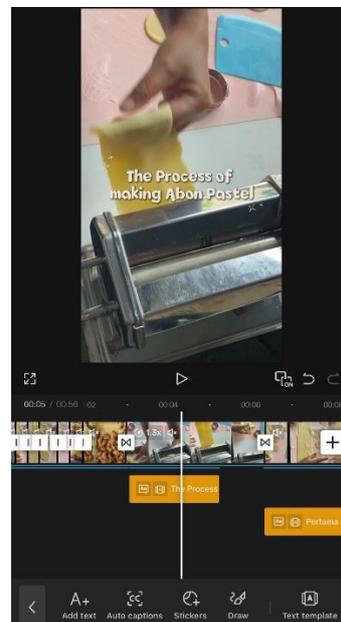


Figure 4. Behind-the-scenes TikTok content snapshot

4.4. Engagement Performance and Brand Awareness Improvement

The performance analysis of TikTok content revealed a significant increase in audience engagement and brand exposure after the implementation of the new content strategy. Based on TikTok Analytics data collected during the testing period, several videos achieved higher views, likes, comments, and shares compared to previous promotional efforts. Notably, behind-the-scenes content demonstrated the highest engagement rate and was successfully distributed on the For You Page (FYP), significantly expanding brand reach.

These findings support previous research by [7], which highlights TikTok's algorithm as a powerful tool for increasing brand recall through repeated content exposure. Additionally, [20] emphasize that high-quality and emotionally engaging content contributes directly to increased brand awareness.

The rise in interaction metrics indicates improved brand recognition and recall among audiences. Increased follower growth further suggests that viewers not only consumed the content but developed sustained interest in the brand. According to [8], such engagement patterns are strong indicators of enhanced brand awareness and early-stage brand equity development.

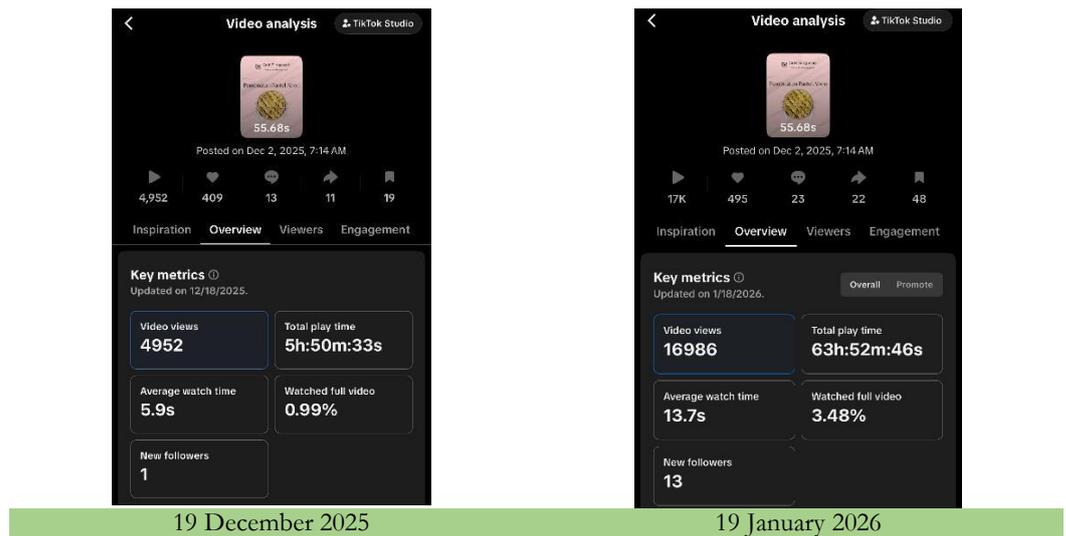


Figure 5. TikTok Analytics showing engagement and reach improvement

4.5. Discussion of ADDIE Model Effectiveness in Digital Branding

The implementation of the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model provided a systematic and structured framework for developing TikTok-based content marketing and visual branding for Toko GnK Singosari. In the analysis stage, the identification of key branding issues, such as weak visual identity, limited digital presence, and reliance on traditional word-of-mouth promotion, served as a foundational basis for designing appropriate digital solutions. This aligns with [18], who emphasizes that R&D-based approaches must begin with comprehensive problem identification to ensure the relevance of the developed product.

During the design phase, the integration of branding theory into practical content concepts enabled the creation of a coherent digital communication strategy. The newly designed logo and visual identity elements were deliberately aligned with principles of simplicity, consistency, and digital adaptability [2]. Moreover, the structured content plan incorporated storytelling, trend adaptation, and audience-centered formats, which are recognized as effective engagement drivers in TikTok marketing [20]. This stage demonstrates how theoretical frameworks of brand identity and content planning can be translated into tangible digital outputs.

The development stage operationalized these design concepts into actual TikTok video content and visual assets. The creation of multiple content formats, such as product showcases, educational videos, and behind-the-scenes footage, reflects the strategic diversification of content to maintain audience interest and algorithmic visibility. According to [12], content variety combined with visual consistency strengthens emotional engagement while reinforcing brand identity. The use of trending audio and hashtag strategies further optimized content distribution through TikTok’s For You Page algorithm [21].

In the implementation stage, the active publication of content and direct interaction with audiences contributed significantly to engagement growth. Audience responses, including comments, shares, and follower increases, indicate the successful formation of emotional connections between the brand and consumers. This finding supports [1], who argue that interactive social media communication enhances brand recognition and recall. The qualitative feedback from the business owner also revealed improved brand confidence and perceived professionalism following the application of consistent visual branding and structured content strategies.

The evaluation stage provided both qualitative and quantitative insights into the effectiveness of the developed branding strategy. Engagement metrics such as views, likes, shares, and reach demonstrated notable improvement compared to pre-implementation conditions, indicating enhanced brand awareness. This aligns with [7], who highlight repeated exposure and algorithm-driven content distribution as critical drivers of brand recall on TikTok. Meanwhile, interview findings confirmed that the new logo and content design improved brand image and consumer perception, reinforcing the relationship between visual identity and brand credibility.

Furthermore, the ADDIE model's iterative nature allowed continuous refinement of content strategies based on audience feedback and performance outcomes. This adaptability is particularly important in fast-changing digital environments, where trends and user preferences evolve rapidly. [13] notes that the flexibility of ADDIE enables researchers to respond effectively to real-world conditions while maintaining methodological rigor. The combination of qualitative insights and digital performance data also reflects the strength of R&D methods in bridging theoretical concepts with practical business implementation [11].

Overall, the detailed application of the ADDIE model demonstrated its effectiveness in developing a comprehensive digital branding strategy for micro-enterprises. By systematically integrating visual rebranding with content marketing on TikTok, the study successfully strengthened brand identity through consistent visual representation and increased brand awareness through high-engagement content. These findings suggest that structured R&D-based digital branding frameworks can serve as practical models for SMEs seeking to enhance competitiveness in the digital marketplace.

5. Conclusions

5.1. Conclusions

This study aimed to design and implement TikTok-based social media content and a new visual identity to strengthen brand identity and increase brand awareness at Toko GnK Singosari using the Research and Development (R&D) method with the ADDIE model. The results demonstrate that a structured digital branding strategy can significantly enhance the visibility and professionalism of small food businesses in digital platforms.

In the analysis stage, the research identified major challenges faced by Toko GnK Singosari, including inconsistent visual identity, lack of structured digital promotion, limited content creation skills, and low brand awareness due to reliance on WhatsApp Story promotion. These findings emphasized the need for rebranding and strategic content development to support digital transformation.

The design stage successfully produced a new logo, color palette, typography system, and content plan aligned with digital branding principles. The rebranding process created a consistent visual identity that reflected a modern, minimalistic, and professional brand image. Meanwhile, the content plan integrated various content formats such as before-after visuals, educational content, and behind-the-scenes videos to enhance audience engagement and brand storytelling.

The development and implementation stages translated the designs into real TikTok content and applied them through a newly created TikTok account. The consistent use of visual identity across profile images, content photos, and video closings strengthened brand recognition. Engagement metrics indicated positive audience responses, particularly to behind-the-scenes video content, which achieved significantly higher reach, interactions, and visibility through TikTok's algorithm-driven distribution.

The evaluation results confirmed that the implemented content strategy increased brand awareness, as shown by the growth in views, likes, shares, comments, and follower count within a short period. The qualitative feedback from the business owner further supported the effectiveness of the rebranding and content planning approach in improving brand image and perceived professionalism. Overall, the application of the ADDIE model proved effective in guiding the systematic development of digital branding products. The integration of TikTok content marketing and visual identity rebranding successfully strengthened brand identity and increased brand awareness for Toko GnK Singosari. This study highlights the potential of structured digital content strategies as practical solutions for SMEs seeking to expand their market reach in the digital era.

5.2. Limitation

Despite the positive outcomes, this study has several limitations that should be acknowledged. First, the implementation period was relatively short, which limited the ability to observe long-term impacts of the content strategy on brand awareness and customer purchasing behavior. Longer observation periods could provide more comprehensive insights into sustained engagement trends.

Second, the study focused on a single SME, which may limit the generalizability of the findings to other business sectors or larger enterprises. Different industries may require customized content strategies and branding approaches.

Third, the evaluation primarily relied on TikTok analytics metrics such as views, likes, shares, and comments as indicators of brand awareness. While these metrics reflect engagement levels, they do not fully capture consumer perception, brand loyalty, or actual sales conversion. Additionally, the qualitative feedback was obtained mainly from the business owner, which may present subjective bias. Future research could involve customer interviews or surveys to obtain broader perspectives on brand perception changes.

5.3. Suggestion

Based on the findings and limitations of this study, several recommendations are proposed for future research and business practice. For business practitioners, particularly SMEs, it is recommended to maintain consistency in visual identity and content posting schedules to sustain audience engagement and algorithm visibility. The use of diverse content formats, especially behind-the-scenes videos, should be prioritized as they demonstrated the highest engagement levels. Businesses should also continuously monitor TikTok analytics to refine content strategies based on audience behavior and preferences.

For future researchers, it is suggested to extend the research duration to examine long-term impacts of TikTok content marketing on brand awareness, customer trust, and purchase intention. Expanding the research sample to include multiple SMEs across different industries would enhance the generalizability of findings. Additionally, combining quantitative surveys with qualitative interviews could provide deeper insights into consumer perception and brand equity development.

Furthermore, future studies could explore the integration of other digital platforms such as Instagram Reels or YouTube Shorts to compare content performance across platforms. Investigating the relationship between engagement metrics and actual sales outcomes would also contribute valuable knowledge to digital marketing research.

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