

## ABSTRACT

*WYAH Art & Creative Space Ubud's efforts to achieve its marketing goals have made Head Marketing try to maximize the implementation of marketing strategies on social media. Mainly by using marketing communication tactics, known as TikTok micro influencers. This study aims to describe the selection criteria and explain the TikTok micro influencer. In addition, researchers are trying to explore and understand the TikTok micro influencer as a new marketing communication tactic in building brand equity at WYAH Ubud on post-Covid-19 Pandemic. This study combines two-stage flow communication theory and the concept of marketing communications in explaining this phenomenon. The subjects of this study were a Head Marketing WYAH Art & Creative Space Ubud, a TikTok micro influencer, and 2 visitors WYAH Ubud. They were selected as informants using a purposive sampling method. The data in this study were collected through observation, in-depth interviews and document analysis. The research instrument used is; observation guidelines and interview drafts. The data that has been collected is then analyzed and presented descriptively. The results of this study found that; Purna Yasa as a TikTok micro influencer was chosen by WYAH Ubud's Head Marketing based on characteristics including (a) ability to package natural marketing messages through three aspects such as selecting video footage, using voice over and text on videos, and selecting the appropriate TikTok sound; (b) the consistency of marketing messages and the suitability of the images of Purna Yasa and WYAH Ubud; (c) the use of recommendation message types as a way to convey the message; and (d) the ability to form followers trust through interaction in the comments column. Its implementation is said to be a new marketing communication tactic because its existence is able to build WYAH Ubud's brand equity. This is reflected through Purna Yasa's ability to attract and provide an overview of WYAH to TikTok users.*

**Keywords:** *TikTok micro influencer, brand equity, marketing communication tactics*

## ABSTRAK

Dalam membantu WYAH Art & Creative Space Ubud mencapai tujuan pemasarannya, Head Marketing berupaya memaksimalkan implementasi strategi pemasaran pada media sosial. Utamanya dengan menggunakan taktik komunikasi pemasaran, yaitu TikTok *micro influencer*. Penelitian ini bertujuan untuk mendeskripsikan kriteria pemilihan serta memaparkan terkait TikTok *micro influencer*. Selain itu, peneliti mencoba mengeksplorasi dan memahami TikTok *micro influencer* sebagai taktik baru komunikasi pemasaran dalam membangun *brand equity* pada WYAH Ubud pasca Pandemi Covid-19. Penelitian ini memadukan teori komunikasi aliran dua tahap dan konsep komunikasi pemasaran dalam menjelaskan fenomena tersebut. Subyek penelitian ini, yaitu 1 orang Head Marketing WYAH Ubud, 1 orang TikTok *micro influencer*, dan 2 orang pengunjung WYAH Ubud. Mereka dipilih menjadi informan dengan menggunakan metode *purposive sampling*. Data dalam penelitian ini dikumpulkan melalui observasi, wawancara mendalam, dan analisis dokumen. Instrumen penelitian yang digunakan yakni; pedoman observasi dan draft wawancara. Data yang telah dikumpulkan kemudian dianalisis dan dipaparkan secara deskriptif. Hasil dari penelitian ini ditemukan bahwa; Purna Yasa selaku TikTok *micro influencer* dipilih oleh Head Marketing WYAH Ubud berdasarkan karakteristik antara lain (a) kemampuan mengemas pesan pemasaran yang *natural* melalui tiga aspek, yaitu pemilihan *footage video*, penggunaan *voice over* dan teks pada *video*, dan pemilihan *sound* TikTok yang sesuai; (b) konsistensi pesan pemasaran dan kesesuaian citra Purna Yasa dan WYAH Ubud; (c) penggunaan jenis pesan rekomendasi sebagai cara untuk menyampaikan pesan; dan (d) kemampuan membentuk kepercayaan pengikut melalui interaksi pada kolom komentar. Implementasinya dikatakan sebagai taktik baru komunikasi pemasaran karena keberadaannya mampu membangun *brand equity* WYAH Ubud. Hal ini tercermin melalui kemampuan Purna Yasa dalam menarik serta memberikan gambaran mengenai WYAH Ubud kepada pengguna TikTok.

**Kata kunci:** TikTok *micro influencer*, *brand equity*, taktik komunikasi pemasaran