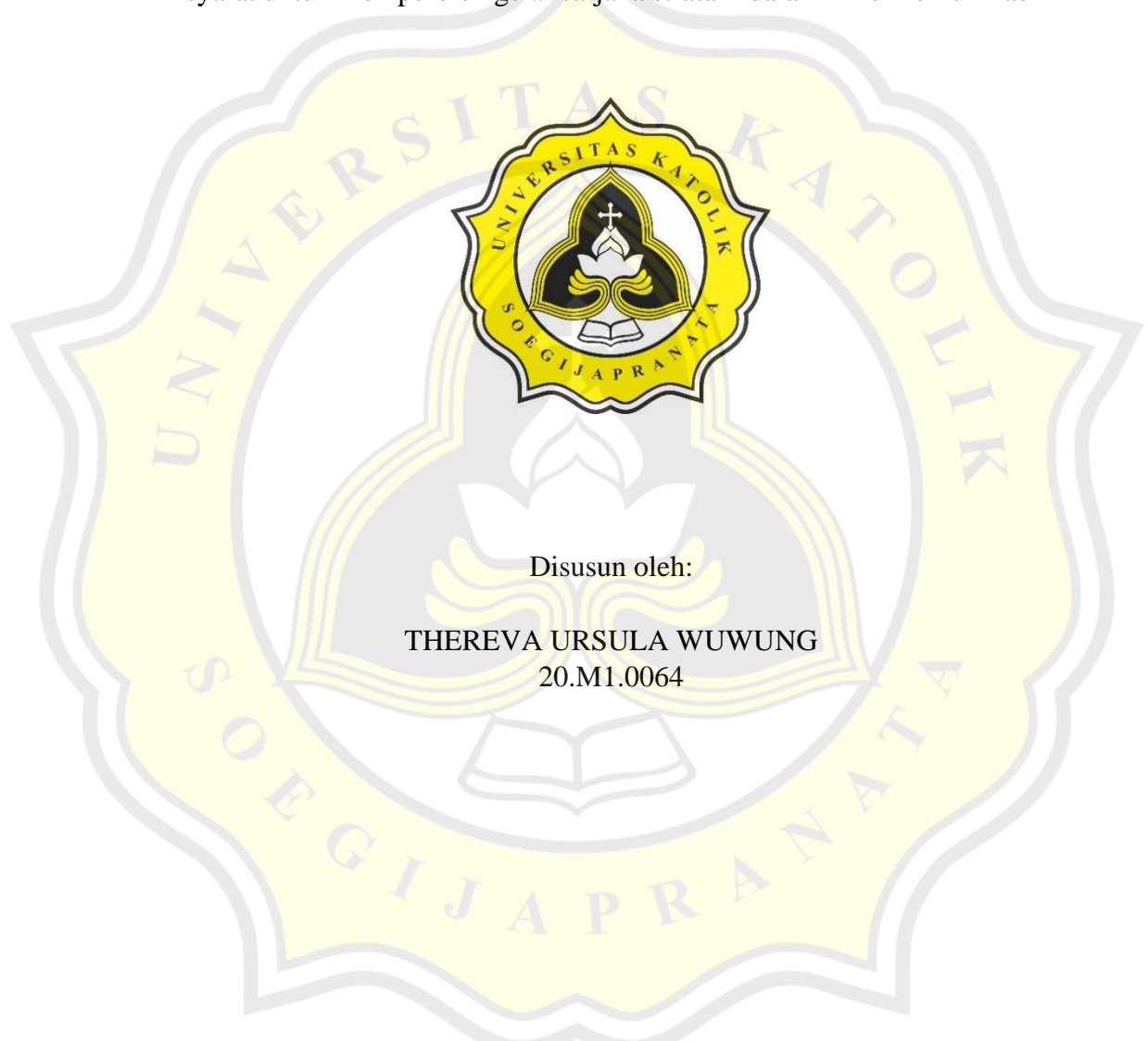


**ANALISIS STRATEGI KOMUNIKASI PEMASARAN SOFTSELLING  
PADA APLIKASI TIKTOK  
(STUDI KASUS AKUN TIKTOK @OPTIKALUNETT\_OFFICIAL)**

**SKRIPSI**

Diajukan kepada Fakultas Hukum dan Komunikasi guna memenuhi salah satu syarat untuk memperoleh gelar sarjana strata-1 dalam Ilmu Komunikasi



Disusun oleh:

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**Analysis of Softselling Marketing Communication Strategies on  
TikTok Application**  
*(A Case Study of TikTok Account @optikalunett\_official)*

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***ABSTRACT***

Based on TikTok data, it is evident that TikTok ranks first among the social media platforms widely used by the public for shopping. The intense competition in sales on TikTok demands sellers to create marketing communication strategies, including softselling. Softselling marketing strategies have been implemented by various product brands, including Optika Lunett, on the TikTok social media platform. Therefore, this research aims to understand the softselling marketing communication strategy on the @optikalunett\_official TikTok account. The research method employed is descriptive qualitative. Primary data is obtained through interviews and observation of marketing content on the @optikalunett\_official account. Secondary data is derived from literature studies on softselling marketing communication strategies. Data collection is conducted through observation, interviews, and literature reviews. The data is analyzed using the AIDA theory and presented in narrative text form. Conclusions are drawn regarding the softselling marketing communication strategy on the @optikalunett\_official TikTok account. Optika Lunett's marketing strategy on TikTok involves uploading content packaged in a softselling manner related to the experiences of employees working in the capital city, Jakarta. Through its TikTok content, Optika Lunett applies the stages of the AIDA theory: capturing attention with a hook, generating interest with relevant content, fostering desire by consistently featuring its eyeglasses, yet not explicitly directing the audience to make product purchases through the content. Optika Lunett builds its marketing communication strategy on the TikTok application by creating entertaining softselling content to connect with the audience. The content endeavors to depict the situations of employees in Jakarta and the lives of young people today by addressing relevant topics. The research conducted demonstrates the role of the AIDA theory (Attention, Interest, Desire, Action) in the softselling marketing communication strategy implemented by Optika Lunett.

*Keywords: Tiktok, Marketing Communication Strategy, Softselling, AIDA Theory*