

## Crowdsourcing : Tools for Viral Marketing (Phenomenological studies #anysongchallenge on Tiktok online platform)

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### ABSTRACT

Tiktok is no longer new as Digital Marketing platform. By offering the convenience of creating content without involving video editing applications, it makes users more able to create their interests only with a mobile phone. Massively developed communication technology allows consumers to actively participate in various business activities. Not only relying on companies, but many other collaborative methods, one of which is crowdsourcing. The development of social media has facilitated the rapid development of crowdsourcing as an innovative tool in the field of marketing. One of the cases discussed in this phenomenological study is a song called Anysong by a South Korean singer named Zico. Using phenomenology, it shows that crowdsourcing, that empower the power of internet crowd, has massive effects as innovation in promotion.

### KEYWORDS

Tiktok; Anysong Challenge; Crowdsourcing; Digital Marketing Communication

### INTRODUCTION

The term Digital Marketing is no longer something new to the public, especially for business people. In the midst of a pandemic and technological sophistication, business actors inevitably make a revolution in their marketing techniques. One of them is by using social media.

The latest report from marketing agency We Are Social and social media management platform Hootsuite entitled Digital 2021: The Latest Insights Into The State of Digital states that out of 274.9 million people in Indonesia, 170 million of them have used social media. Indonesian people spend at least 3 hours 14 minutes a day to access social media. 60% of these social media users use it for work, like building relationships and running their business (Stephanie, 2021).

Various products from social media themselves are fighting for each other's position. Switching from YouTube and Instagram, TikTok has in fact also become an interesting thing to talk about. Social media with this melodic symbol penetrates up to 2 billion users in the world and it is not impossible that it will continue to grow to meet market share. This is also a concern for business people who want to develop their business through social media.

This application is available in more than 150 countries in the world supported by 75

languages. Forbes noted that 60% of Generation Z are TikTok users. This proves that tiktok is used as a place of creativity for young people today. As a result of its success, especially during the COVID-19 pandemic, this application was awarded the most valuable startup in the world which brought its valuation to 110 billion US dollars.

As a 'funny' platform, Tiktok is considered more real and more fun than the Instagram application. By offering the convenience of creating content without involving video editing applications, it makes users more able to create their interests only with a mobile phone. In a study, it was stated that the average user will spend about 50 minutes playing TikTok per day or opening the TikTok application 8 times a day. This is in line with the duration of content on tiktok which only ranges from 1 to a maximum of 5 minutes.

Besides the content of tiktok with the theme of entertainment, tiktok is also one of the platforms that has a big influence on change. The word viral that is often quoted with the tiktok platform has made this social media ogled by many business people. Viral phenomena can actually be analogous to the phenomenon of the spread of a virus, viral is an entity that can spread and spread quickly both within the scope of a particular country, or throughout the world.

Indonesian netizens or netizens are quite respected. A lot of content that later became popular in cyberspace due to the activities of Indonesian netizens. It doesn't stop there, the power of Indonesian netizens can make the object of the conversation 'give up'. Digital Communications expert Firman Kurniawan said that the action of attacking Indonesian netizens was inseparable from the habit of Indonesians gathering or gathering to chat, and discuss various things to pass time in the real world. The Indonesian public has also brought this habit to the digital world, such as to social media, especially tiktok.

From this phenomenon, it can be said that social media users seem to realize its power as a suppressor. That strength was also retested when responding to the results of the Digital Civility Index released by Microsoft (2020). Microsoft's comment page was closed because it could not stand the insults of Indonesian netizens.

For this reason, Indonesian netizens' brainware should be directed to be able to utilize digital communication facilities as a means to achieve various economic, political, and social goals. With a logical way of thinking, proportional behavior in digital media will present a new super power that is compact and capable of dialogue from a large quantity of Indonesian netizens. More than that, he reminded that digital media is a form of information and communication technology. To communicate, Indonesian netizens cannot only relate to themselves and need audiences, audiences, and partners. Tiktok can be used as an interesting collaboration tool.

Sociologist at the University of Indonesia (UI), Rissalwan Habdy Lubis, said that the behavior of crowds on social media and the real world is relatively similar. In sociology, he

says there is a collective behavior called conformity, a collective movement that is triggered by individuals or small groups of people which then accumulates and grows into a larger group. The virtual world makes the social amplification of conformity much greater, even across countries. Behavior is like a double-edged knife because it can be positive or negative. The outlook depends on the direction of the initial trigger group.

This, of course, must be anticipated and utilized by various fields of life, without exception, business. Digital marketing with the tiktok platform and netizen collaboration will be a new idea that is worth trying. By displaying interesting content not only in the form of business products but also the creativity of Indonesian netizens, TikTok will become the most effective promotion place. Business products that use tiktok as their promotional media are much easier to be known and remembered by the audience than promotions with other social media. This is in line with the tiktok application which is currently on the rise.

Massively developed communication technology allows consumers to actively participate in various business activities. Many ways are used in Marketing Communication. Not only relying on companies, but many other collaborative methods, one of which is crowdsourcing. The development of social media has facilitated the rapid development of crowdsourcing as an innovative tool in the field of marketing. This encourages researchers to research the phenomenon of crowdsourcing as a marketing innovation. (Brown, 2019)

Let's take a look at crowdsourcing. Crowdsourcing is the deliberate use of crowds to solve problems, create new products, and improve the consumer experience. Crowdsourcing invites consumers to be part of a deliberate call to action. Crowdsourcing provides attractive and innovative marketing opportunities due to required consumer involvement. (Bals, 2017) Crowdsourcing is now a new opportunity to improve promotional practices. (Conrad, 2020)

Crowdsourcing works by people upload and submit their performances, interests, information, or opinions based on case that goes viral. People involved in crowdsourcing sometimes paid, while others perform small tasks voluntarily.

Korean Pop or Kpop is a very massive cultural wave that has spread throughout the world. This K-pop fever has met Indonesia in the 2000s, it hasn't faded a bit, kpop has taken root stronger from generation to generation. Kpop presents unique music, dance, and culture.

One of the cases discussed in this phenomenological study is a song called Anysong by a South Korean singer named Zico. The song Anysong is a song that he released on Youtube on January 13, 2020. Instead of promoting it by visiting various parts of the world, promoting it on various music shows, or using paid advertisements, Zico chose the tiktok platform to promote his songs. This initiative was started by Zico with fellow kpop singer Hwasa from Mamamoo. In the video, Zico and Hwasa dance with very light and easy-to-

follow movements, of course using their Anysong background song. After collaborating with Hwasa, Zico also made his dance video with another Kpop singer, Chungha.

This challenge went viral and Zico successfully debuted at #4 Billboard's World Digital Song in January 2020 and scored millions of streams. In his country, soompi reported that the song has soared to the top of the charts, becoming the first song of 2020 to score a perfect all kill, Not only this, but the “Any Song” challenge has taken social media by storm as well . After promoted hi sing by dancing with Chungha and Hwasa, the challenge quickly caught on and was joined by celebrities like Sandara Park, and more.

The power of Tiktok is the main force behind the viral Anysong song. In accordance with the purpose of creating the tiktok application, which is for entertainment, tiktok provides a wide open space for all its users to allow entertainment content to be easily known throughout the world. This is directly proportional to the uploaded content. The more engaging the content, the more likely it is to be watched.

The term viral on social media actually refers to the art of attracting attention. Tiktok is becoming a new way for independent musicians to go viral. Tiktok from the start has targeted millennials as the main users, they are around 13-25 years old or are generations Y and Z.

Figure 1. Global monthly active tiktok users.



Source: TikTok for business pitch 2021

## METHOD

This research use phenomenology as tool for approach and analysis. Phenomenology is a philosophical movement pioneered by Edmund Husserl. Husserl's phenomenology is the science of appearances. It demonstrates that phenomenology only looks at what symptoms appear in the experience of the subject. We only see what appears from experience. the concept of phenomenology is evidence. That is the analysis of real evidence that is present

directly and there is no doubt in it. This is because Husserl argues that phenomenology is the result of everything that is factual. Then Husserl emphasized that phenomenology presupposes freedom. We are free to choose the point of view of a phenomenon. (Adian, 2016). This is a method of abstemious reflection on the basic structures of the lived experience of human existence. Phenomenology sets out to grasp these exclusively singular meaningful aspects of a phenomenon or event. (Manen, 2017)

## RESULT AND DISCUSSION

#4 Billboard's World Digital Song is clear evidence that tiktok has changed the consumption pattern of online media that is just entertainment into a marketing strategy. Zico as the creator of the song Any Song with K-Pop superstars proved that with their collaboration to create a loose choreography entitled #AnySongChallenge.

Zico as the songwriter admitted that the song Any Song actually has no meaning. From the viral phenomenology of this song, it can be seen together that the audience enjoys the rendition of the song which is packaged in a pleasant choreography than the content or message of the song. This is proof that TikTok Absurdism has changed the world of internet comedy.

Zico realized that tik tok is an application that can be an online marketing medium for free. The song, which according to the creator himself is a song that has no meaning, has exploded in the market, simply because the music can be paired with easy and eye-catching choreography so that it can be accepted by the millennial community. The use of tiktok as a cheap and widespread marketing medium that is realized is a very influential way of recognizing works made by art creators. Zico is very aware that the influence of tiktok is very strong in this era of technological development, so he came up with the idea to make his song viral in society. Making the song go viral is not a negative thing, but viral here is a very selling marketing trick to attract public attention. Fame for something can be a subject of discussion, both negative and positive, especially if the fame or virality comes from social media whose broadcasting reach covers all segments of society. Zico made a video doing easy-to-follow choreography to the music of his song with the aim that people would follow the move and make it viral. Not enough with the viral videos he made himself, Zico added to his music fame by collaborating with several K-pop idols with the aim of attracting attention from K-poppers in all parts of the world.

Music that is easy to listen to and easy choreo movements have actually gone viral and the #AnySongChallenge has even been performed by several Indonesian politicians at events such as Mata Najwa. In the end, it wasn't only the music/song that gained popularity appreciation from the public, but the perpetrators of the video makers following Zico's example also received the effect of their popularity.

The popularity gained by Zico is an effect of a marketing strategy that is right on target, namely by using a social media platform that is commonly owned by people from all social segments. The introduction of a work/product that originates from something that is deliberately viral can be said to be viral marketing. This opportunity is seen by Zico and other creators of works to be able to market their works. Because in the end it's not only the work that will become known, but also the creators of the work and even the people who duplicate the work will also become famous.

The main advantages of viral marketing according to Richardson (2004) are (1) The Internet has brought together millions of people around the world at the push of a button; (2) The rapid dissemination of information via the Internet cannot be compared with other means of information. The influence of the Internet exponential is unique. In just seconds, a message can be read by many people around the world; (3) The power of viral marketing makes the costs incurred to spread the information very small; (4) Viral marketing gives credibility to companies or products and the most user friendly marketing services through sending messages.

## CONCLUSION

As an outline, use tiktok. Tiktok is a phenomenon not to be missed. With its massive user participation, tiktok has become a powerful crowdsourcing tool. Brands will receive free promotions, because this crowdsourcing system moves users without being asked. Tiktok is an alternative platform that can be used in marketing that is easier, cheaper and faster in responding to the market. Materials issued to attract attention from market segmentation can also be adjusted to what is becoming a trend/current, this needs to be done so that the feedback received is as desired.

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