

## Increasing *Warung Sehat's* Brand Awareness by Creating USP-Based TikTok Catalogue and Contents

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### ABSTRACT

*Warung Sehat* is an online business selling imported herbal supplements to customers aged 30–70 who seek natural solutions for their illnesses. Despite having quality products and online presence on platforms like Shopee, the company struggles with low brand awareness, worsened by a banned TikTok account, as well as weak, outdated contents. To validate the problem, the writer distributed a questionnaire through Google Forms. The responses confirmed poor awareness, unclear product information, and low brand recognition. The proposed solutions for this issue are USP-based TikTok contents and catalogue. This project includes three major changes to its catalogue, video contents, and carousels optimized for TikTok's algorithm and video shopping. This approach is effective because it matches TikTok's content style, boosts visibility, and communicates clear product benefits. Moreover, it is also affordable and sustainable for the company's limited resources. By applying this strategy, *Warung Sehat* can rebuild its TikTok presence, attract attention, increase engagement and sales, and turn digital visibility into real business growth.

**Keywords:** Brand Awareness, Catalogue, Carousel, USP, Video

### INTRODUCTION

*Warung Sehat* is a micro-enterprise founded in 2019 that specializes in reselling herbal supplements imported from China, with a focus on heart-related health conditions. Operating mainly through Shopee, Tokopedia, WhatsApp, and Facebook, the brand offers four core products—ICP Capsule, Stowel Capsule, Tasly Relief Granules, and Golden Cordyceps—targeted at health-conscious individuals aged 25 to 60+.

*Warung Sehat's* main issue lies with low brand awareness, as shown in poor social media metrics performance and stagnant sales. These were evident from the posts which averaged only 4–10 likes and 200–400 views, no follower growth since 2023, and complete account inactivity since April that year. These symptoms indicated lack of visibility and weak audience connection. The main issue lay in ineffective e-commerce management—carousel visuals were unappealing and disorganized, videos were low-quality and too long, and product descriptions were outdated, overly wordy, and missing essential details like composition, expiry date, and clear benefits. Not to mention in all three tools above, *Warung Sehat* also failed to communicate its USPs. These issues stem from ineffective e-commerce management and the banning of the company's previous TikTok Shop account, cutting off a vital sales channel.

To overcome these challenges, the project proposes a comprehensive digital revamp centered around TikTok, leveraging its growing influence in social commerce. The solution includes rebuilding *Warung Sehat's* TikTok presence with a new USP-based product catalogue featuring clear, persuasive, and customer-friendly copywriting. This catalogue will include essential product information, highlight key benefits, and use accessible language to help consumers make confident purchasing decisions. In addition, carousel content will be redesigned with attractive visuals and well-structured layouts to clearly communicate health concerns and how *Warung Sehat's* products address them. Engaging video

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content—such as customer testimonials, product usage tutorials, FAQs, and health tips—will be produced using trending audio, concise messaging, and strong calls to action to increase engagement and visibility. These improvements will be supported by a consistent posting schedule to activate TikTok's algorithm and maintain audience interaction.

The benefits of this solution are multifaceted. A strengthened TikTok presence will increase *Warung Sehat*'s brand visibility, improve customer trust, and make it easier for users to explore and understand the products. The USP-based approach ensures that all content is aligned with the brand's identity and value proposition, helping *Warung Sehat* differentiate itself from competitors. Furthermore, with TikTok's integration with Tokopedia, customers will enjoy a seamless purchasing experience that can drive immediate conversions. Over time, these efforts will build stronger brand recall, attract new customers, foster customer loyalty, and position *Warung Sehat* as a trusted name in the herbal supplement market.

## **METHOD**

The data needed from the respondents consisted of their perceptions of *Warung Sehat*'s level of brand awareness, specifically how familiar the respondents were with the brand and its products. This information was used to evaluate the effectiveness of the existing promotional strategies and determine whether the brand was successfully reaching its intended audience. Furthermore, insights into respondents' perspectives on *Warung Sehat*'s Unique Selling Points (USPs), such as the product's effectiveness, the use of herbal ingredients, the availability of COD service, excellent customer service, and quick delivery, greatly assisted the writer in defining its Unique Selling Point to use in the promotional tools and increase the brand's appeal in a competitive market.

The writer requested a list of customer data from *Warung Sehat*. After receiving the list, the writer sorted it to identify regular customers who had made repeat purchases twice or more. The database also included the customers' phone numbers. Using this information, the writer contacted the customers individually via WhatsApp to ask whether they used social media. After receiving their responses, the writer distributed the questionnaire through WhatsApp. This criteria ensured that the feedback was collected from individuals who were already familiar with *Warung Sehat*'s products and able to provide informed opinions based on their experiences. By focusing on these customers, the collected data was more relevant and insightful, allowing for a better understanding of customer satisfaction and brand perception. The writer distributed a Google Form questionnaire through WhatsApp to customers from *Warung Sehat*'s database who had made at least two purchases.

## **FINDINGS AND DISCUSSION**

The findings reveal that *Warung Sehat* suffers from low brand awareness, with 72% of respondents unfamiliar with the brand and even regular customers failing to recognize its name due to poor visibility on e-commerce platforms where product names like "Tasly" overshadow the store identity. Although 82.9% of respondents actively use TikTok, *Warung Sehat*'s banned account has cut off access to this vital promotional channel. Customers appreciate the product effectiveness, responsive customer service, and COD options, but also raised concerns about the lack of product information, unclear benefits, and insufficient educational content. Many had to reach out manually for basic details, indicating gaps in communication. To address these issues, the writer proposed a USP-based TikTok strategy using

improved catalogues, engaging short videos, and structured carousels to enhance digital visibility, brand clarity, and customer engagement.

The proposed solution to Waroung Sehat's low brand awareness is the development of USP-based TikTok catalogue and contents. This solution aims to increase brand exposure and attract new customers. The writer chose to focus on the brand's Unique Selling Points (USP) because it serves as a defining characteristic that differentiates the business in a competitive market. According to Sutherland (2017, p.255), USP functions as the central message in promotional efforts, making it a powerful tool for capturing consumer attention. After analyzing the research findings presented in Chapter 3, it is evident that *Waroung Sehat*'s three most validated Unique Selling Points (USPs) are: (1) product effectiveness, (2) informative and responsive customer service, and (3) Cash on Delivery (COD) payment option. These three elements consistently emerged from both customer feedback and competitor comparison as distinct advantages that set *Waroung Sehat* apart in the highly competitive herbal supplement market. As such, these USPs serve as the foundation for the proposed solution: USP-based TikTok content series supported by a product catalogue that was designed to educate, engage, and convert. The core purpose of this solution is to effectively communicate the USPs to the target market through appealing, informative, and credible catalogues and contents that can perform well on social media and e-commerce platforms alike.

### Catalogue

In comparison, the older version of *Waroung Sehat*'s catalogue for the ICP Capsule lacked clarity, completeness, and persuasive elements that were essential for effectively communicating product value and building consumer trust. It failed to provide vital product details such as the precise composition of ingredients, which is crucial for customers who carefully assess what they consume—especially given that many buyers prioritize natural, safe, and clinically supported components in health supplements. The absence of expiry dates further raised concerns about product freshness and safety, while the lack of any mention of clinical certifications or regulatory approvals undermined the product's credibility and left potential customers uncertain about its legitimacy. Additionally, it failed to highlight important unique selling points like flexible payment options, including Cash on Delivery (COD), which are essential for building trust and encouraging purchases. The lack of a clear call-to-action (CTA) further weakened its ability to guide customers through the buying process, resulting in a missed opportunity at driving conversions.

On the other hand, the new catalogue was strategically crafted to help customers who suffer from heart-related issues or stroke symptoms. The opening line, "Bantu Sehatkan Pembuluh Darah," acts as both a tagline and a direct solution to a common health concern. This was immediately followed by an empathetic call to action, inviting users to reach out via TikTok DM—a modern approach to customer service. The product is introduced with a balance of traditional heritage and scientific credibility, described as a Chinese herbal medicine that has passed FDA Phase 3 clinical trials (IND category). This will build trust, especially among health-conscious consumers. The product details are clear, including dosage, capsule quantity, and its key herbal ingredients. The copywriting also provides a detailed guide on usage, even instructing the user to place the contents under the tongue—showing care for precision and optimal efficacy. The overall tone is informative, solution-driven, and professionally supportive, targeting an older demographic likely to prioritize blood circulation and cardiovascular health.

The strategic copywriting used for *Waroung Sehat*'s four flagship products—ICP Capsule, Stowel Capsule, Relief Granules, and Golden Cordyceps—shows strong alignment with the structural and content requirements of TikTok Catalogue listings. This compatibility makes the brand well-positioned for future use of dynamic Video Shopping Ads. Each product description is built with a compelling headline, empathetic tone, and a clear structure that highlights product benefits, ingredients, and usage

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instructions. This style follows Condy's (2025) guideline for crafting listings that are not only informative but also emotionally persuasive.

In addition to content clarity, the copywriting effectively integrates *Waroung Sehat*'s three main Unique Selling Points (USPs), which were identified in Chapter 3. The first USP is the clear explanation of product benefits. Each listing provides a straightforward, condition-specific list of advantages. For example, Golden Cordyceps and ICP Capsule includes benefits such as "*Membantu proses detoks dalam ginjal*" and "*Membantu melancarkan peredaran darah pada jantung*", allowing consumers to quickly understand the product's relevance to their health concerns. The second USP is informative and approachable customer service. This is reflected in the use of conversational prompts like "*Lambung Anda Bermasalah? Hubungi kami lewat DM TikTok*" and "*Punya gejala stroke atau keluhan jantung?*". These messages invite user interaction and demonstrate a supportive, responsive approach to customer care, which is essential for building trust, especially in the health supplement sector. The third USP is COD (Cash on Delivery) availability, which is consistently emphasized in phrases such as "*Gak perlu transfer dulu, barang datang baru bayar!*". This reassurance helps remove purchase hesitation, especially among older, health-conscious customers who tend to prefer safer and simpler payment options.

Moreover, emotionally-engaging taglines like "*Bantu Sehatkan Pembuluh Darah*" and relatable product entry points such as "*Lambung Anda Bermasalah?*" serve as both attention grabbers and SEO-friendly TikTok Catalogue titles. According to TikTok (2025), catalogues must include key product details such as name, description, price, and images—all of which are already well-supported by *Waroung Sehat*'s current copy and assets. The tone across all listings remains professional yet relatable, reinforcing the brand's appeal to its multigenerational target audience. The rich product descriptions that include precise dosages, ingredient lists, and certifications (e.g., BPOM), also address the customer request in the survey. These details enhance the potential for dynamic product recommendations, one of the core features of catalogue-driven TikTok ads. When integrated into TikTok's Product Sets or linked to product labels in videos, this catalogue-ready content can boost visibility, trust, and conversions—especially when supported by high-quality visuals and product demonstration videos, as Condy (2025) advises. Overall, *Waroung Sehat*'s copywriting is not only catalogue-ready but also optimized for performance in social commerce environments.

### **Content - Video**

The content strategies applied by *Waroung Sehat* align closely with the theoretical framework of effective TikTok marketing outlined by Tuten & Solomon (2017) and Chaffey & Ellis-Chadwick (2019). One of the key Unique Selling Points (USPs) identified in Chapter 3 is the *effectiveness of the product*, which is best demonstrated through testimonial content—a form of social proof that will build trust among potential buyers. Testimonials will serve as powerful evidence of product reliability and user satisfaction, especially in the health and wellness category, where personal experiences can heavily influence purchasing decisions. The first content type—Pak Isnandi's testimonial—leverages the emotional appeal of user-generated video. Delivered in a direct, visual storytelling format, the testimonial is highly suited to TikTok's preference for short, authentic, and impactful videos. This satisfies the principle of varied and engaging formats (Tuten & Solomon, 2017), as real-life stories often outperform scripted content in generating trust and relatability.

The second content type used—an emotional video content which highlights one of the key USPs identified in Chapter 3: the *Cash on Delivery (COD)* payment option. By providing COD, *Waroung Sehat* reduces purchase hesitation and builds credibility, especially among older customers or first-time buyers who prefer seeing the product before paying. In addition, it utilizes storytelling and dramatization to both

inform and persuade. The COD role-play video, in particular, demystifies the buying process by portraying a relatable customer-service interaction in a casual, reassuring tone. This strategy not only addresses trust barriers highlighted in consumer behavior theory (Kotler & Keller, 2016), but also satisfies TikTok's demand for concise and visually guided communication (Chaffey & Ellis-Chadwick, 2019). The video's familiar setup and friendly banter enhance viewer engagement and sharing potential, while also reducing the cognitive load for viewers unfamiliar with online transactions. This content also encourages community interaction, especially when followed by responsive comment engagement or customer inquiries—further strengthening brand presence, as recommended by Tuten & Solomon (2017).

### **Content - Carousel**

The third content type—educational carousels on health topics such as heart disease and GERD—fulfills several other criteria for effective TikTok content. These carousels integrate the USP of *informative customer service*, as identified in the Chapter 3 findings. According to the findings, *Warung Sehat's* target customers highly value access to accurate, easy-to-understand health information and the ability to consult directly with a knowledgeable representative. The carousel format allows for visually segmented information, which helps simplify complex medical concepts for a general audience. By combining infographics, and aesthetically designed visuals, these carousels meet TikTok's demand for high visual appeal and quick consumption (Chaffey & Ellis-Chadwick, 2019). Additionally, the use of subtle calls to action—such as directing viewers to contact customer service—promotes interaction and audience engagement, an essential TikTok success metric (Tuten & Solomon, 2017).

In the process of making the carousel contents, the writer intentionally applied a green background color to visually reinforce the brand's focus on natural, herbal health supplements. Green is a color that immediately conveys wellness, nature, and calmness—qualities that resonate strongly with customers seeking trusted, safe products for their health concerns. Meanwhile, for the other carousel, the writer used blue to represent *Warung Sehat's* commitment to reliability, professionalism, and trustworthiness. Blue evokes a sense of calm confidence and security, which aligns with the company's promise to provide safe and effective health solutions backed by expertise. By using this color, the writer aimed to create an atmosphere of trust and healing that supports *Warung Sehat's* brand identity. Key elements such as the brand name and product images were strategically placed prominently on the green background to ensure they capture immediate attention and remain memorable.

Among the available platforms, TikTok stands out as the most effective marketing tool for *Warung Sehat* due to its unique integration of social media and e-commerce. Unlike Shopee or Tokopedia, which primarily serve as online marketplaces, TikTok combines entertaining content, real-time customer interaction, and direct shopping access—all within a single platform. This allows brands to not only showcase products but also build emotional connections, educate viewers, and instantly convert interest into purchases. What makes TikTok particularly powerful is its algorithm, which can rapidly boost product visibility through viral, short-form video content. For a brand like *Warung Sehat* that sells health supplements—where customer trust, education, and product differentiation are crucial—TikTok allows for creative storytelling, demonstrations, testimonials, and informative instructional videos that can reach highly targeted audiences.

### **CONCLUSION**

*Warung Sehat's* low brand awareness problem was reflected in poor social media performance and stagnant sales. Their posts received only 4–10 likes and 200–400 views, with no follower growth since 2023 and complete inactivity since April that year. This indicated weak audience engagement and visibility. The core issue could be found in ineffective e-commerce management—carousel designs were unattractive and disorganized, videos were low-quality and overly long, and product descriptions were

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outdated, wordy, and missing key details such as ingredients, expiry dates, and clear benefits. Moreover, the brand consistently failed to highlight its unique selling points (USPs) across all platforms. The situation worsened after their previous TikTok account was banned, eliminating a vital exposure channel. Irregular posting and a lack of engaging content also prevented the brand from capitalizing on TikTok's algorithm, which favors frequent and interactive updates. Therefore, developing a USP-focused TikTok content and catalogue strategy is urgently needed to boost visibility and leverage the platform's growing popularity.

In order to gain insights into the brand's existing issues, the writer performed a survey using a Google Forms questionnaire that was distributed via WhatsApp directly to *Waroung Sehat*'s consumers. The respondents' criteria were customers that have bought twice or more from *Waroung Sehat* and use social media; they are picked directly by the writer. The survey findings outlined key information such as consumer behavior, preferences, and brand awareness.

Based on these findings, the writer proposed a USP-based solution consisting of three key components: a TikTok catalogue, engaging video content, and improved carousel posts. The TikTok catalogue will be structured to support video shopping ads, with clear, concise, and informative product descriptions that highlight essential details such as ingredients, benefits, and expiry dates—helping customers make quicker, more confident purchasing decisions. The video content will feature formats like customer testimonials and COD explainers, aimed at building trust, answering common concerns, and enhancing viewer engagement. Meanwhile, the carousel posts will be redesigned to be visually appealing, well-organized, and focused on clearly communicating each product's unique selling points. This solution is expected to restore the brand's visibility. Additionally, it is also sustainable and cost-effective—fitting *Waroung Sehat*'s limited resources while addressing both short-term sales and long-term branding needs.

To maximize the tool's effectiveness, *Waroung Sehat* should maintain consistency in applying the USP-based catalogue and content. This includes a regular posting schedule, highlighting key product benefits, engaging with customers via TikTok DMs, and boosting content strategically. Monitoring content performance and algorithm trends will further help strengthen their presence on the platform. As closing words, the writer also encourages future researchers to come up with a comprehensive research design before crafting a solution for a business. Additionally, effective and cost-effective strategies must be prioritized to make the solution a sustainable one.

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