

ABSTRACT

This research was conducted to analyze how the Skin Game Team's marketing communication strategy increased brand awareness through Tiktok social media. This study uses qualitative research methods, using a case study approach and is supported by a constructivism paradigm. The research data collection technique was carried out through semi-structured in-depth interviews with informants, as well as observation and documentation. This study aims to determine the marketing communication strategy implemented by Skin Game in increasing brand awareness through Tik-Tok social media. The results of this study indicate that at the planning stage of the message strategy, Skin Game designs content by adjusting the content of the communication according to the target audience on Tiktok social media. Skin Game has also utilized the features available on Tiktok social media to form creative messages. And at the stage of selecting Skin Game media, they have optimized the use of prime time, but in choosing social media, namely Tiktok, the Skin Game Team did not target their target audience from the socio-economic level of SES A. Skin Game itself is at the second level of Brand Awareness, namely Brand Recognition, Overall the Skin Game Team itself has been successful in carrying out a marketing communication strategy through Tik-Tok social media to increase brand awareness.

Keywords : Strategy, Marketing Communication, Brand Awareness, Tik-Tok, Skin Game.