

ABSTRACT

The rise in social media usage can have a significant impact, particularly in the field of product and service marketing. TikTok is one of the most popular social media platforms, and its user community reached 1.398 billion in 2022. TikTok always provides informative and interactive content because it has interesting features that content creators can easily use. They took advantage of the opportunity to create an Electronic Word of Mouth. The purpose of this study is to determine the influence and magnitude of Electronic Word of Mouth on Brand Awareness of Grace and Glow Hair Mist on TikTok. A quantitative research method with a descriptive research type was used in this study. Sampling in this study used non-probability sampling with purposive sampling type and used 385 respondents. The hypothesis testing results show that Electronic Word of Mouth has a positive and significant effect on Brand Awareness of Grace and Glow Hair Mist, as evidenced by the value of $t_{value} > t_{table}$ being $17.374 > 1.966$, indicating that H_0 is rejected and H_1 is accepted. Furthermore, according to the coefficient of determination results, Electronic Word of Mouth has a 44,1% influence on Brand Awareness of Grace and Glow Hair Mist.

Keywords: *Electronic Word of Mouth, Brand Awareness, Grace and Glow Hair Mist, TikTok*