

ABSTRACT

With the development of technology, the use of social media is increasing and the features offered by social media are increasingly attractive, such as photo sharing and video sharing, are used by various businesses to increase and expand their sales. brands take advantage of the opportunity to make their business widespread and increase their brand awareness on their customers.

This study determine whether there is an influence of Social Media Marketing on Brand Awareness on the trending social media platform, TikTok and using the Gojek application as the object of research.

This study used an online questionnaire distribution on 100 respondents which is the Telkom University students who had followed the Gojek account on the TikTok application, the sampling technique used was probability sampling with systematic random sampling. To test the study, researchers used simple linear regression, using SPSS software.

The results of the study prove that TikTok's social media marketing has a significant positive impact and influence in increasing Gojek consumer brand awareness. In increasing Gojek consumer brand awareness, researchers suggest that Gojek's account can increase their engagement through TikTok by creating entertaining, fresh and unique content that relates to their customers.

The suggestion for the Gojek's TikTok admin to increase their engagement on tiktok they need entertaining content, they need to make fresh and unique content that relate to their costumer. In addition, Gojek needs to improve their system because there are many consumer complaints on TikTok's comment related to wrong addresses, wrong messages and relays caused by the corrected system. Keywords: Social Media, Social Media Marketing, Brand Awareness, TikTok Application, Gojek Application

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