

ABSTRACT

The Covid-19 pandemic has had a considerable impact on all fields, including the economy. During this pandemic, technology is developing rapidly, the use of social media is also increasing, one of which is Tiktok. Tiktok is able to make it easier for entrepreneurs to introduce or inform their products to their users, so that they can help increase brand awareness of these products.

The purpose of this writing is to analyze content marketing design in increasing brand awareness through Tiktok media. This type of writing is qualitative writing. The sampling technique used purposive sampling method. The approach used in this writing is a qualitative approach. The type of data used in this writing is primary data collected through interviews, observation, and documentation. The data was analyzed using qualitative descriptive analysis techniques.

The results of this writing show that using social media such as Tiktok, is very necessary to introduce a product to the wider community. By using the Tiktok Business account, it makes it easier for Kampoeng Radjoet Binong to increase brand awareness through shared content. To keep the account algorithm good, Kampoeng Radjoet Binong can also regularly do live as a medium to communicate with customers.

The obstacle in designing marketing content on Tiktok is the uncertain Tiktok algorithm. The solution to the obstacles is that business people must form a marketing team to manage their Tiktok account to be more active in promoting their products and more often look for interesting video references, pay attention to insight so that the content created can be maximized.

Keywords: Content Marketing, Tiktok @kampoengradjoet.id, Brand awareness