

ABSTRACT

The large number of active social media users in Indonesia are taking advantage of opportunities as marketing media. One of them is through the Tiktok application where the application is the right media in marketing strategies. There was a problem with the Dear Me Beauty brand regarding the brand image, which had a scandal in 2020 due to comments that offended Indonesians through the Tiktok application. This will affect a bad brand image and can affect customer buying interest. The Dear Me Beauty brand, which had soared because it had good products, discouraged customers from buying because of a bad digital footprint.

The purpose of this study was to find out how influential social media marketing in the form of Tiktok content is on the formation of a brand image for the Dear Me Beauty brand. This study uses the independent variables, namely the dimensions of social media marketing, namely content creation, content dissemination, connections, and community building, as well as the dependent variable, namely brand image.

This research uses quantitative methods with the aim of causal research. Researchers distributed questionnaires via google form with a total of 400 respondents. The sampling technique used was non-probability sampling purposive sampling type. The research was conducted using multiple linear regression analysis techniques and descriptive analysis with an associative approach.

The results of this study were obtained from the large number of 400 respondents which resulted that social media marketing in the Tiktok application is very influential in forming a brand image for Dear Me Beauty products, especially in the variable distribution of content on Tiktok social media.

For future researchers, it is suggested to examine more deeply related to what factors can influence the formation of brand image. For Dear Me Beauty, it is hoped that this will be a unique consideration, always improving the quality of Tiktok ads to attract consumers' attention and always being consistent with a good sales system to improve performance that is considered unsatisfactory.

Keywords: *Advertisement, Brand Image, Buying Decision, Community Building, Connection, Content Creation, Content Sharing, Social Media Marketing, Tiktok*