

ABSTRACT

Advances in technology and information have caused changes in communication patterns in society. With the internet, all forms of information can spread quickly and have a wider reach. This phenomenon encourages business people to carry out marketing activities so that their brands are known to the public. One way that can be done is by viral marketing. This research aims to find out how much influence viral marketing of cookie comb challenge content on Tiktok has on Fudgybro brand awareness. Viral marketing consists of 3 dimensions, namely messenger, message, and environment, while brand awareness consists of 4 dimensions, namely recall, recognition, purchase, and consumption. This research uses 2 communication theories, namely S-R theory and marketing communication. quantitative descriptive method with a non-probability sampling technique of 400 respondents. The research results show that the Cookie Bomb Challenge Viral Marketing Content on Tiktok has a strong relationship and has an influence of 48.2% on Fudgybro's Brand Awareness. . Meanwhile, the remaining 50.8% was influenced by other things not examined in this research.

Keyword: Viral Marketing, TikTok, Brand Awareness, Fudgybro