

ABSTRACT

The purpose of this study is to investigate the impact that electronic word of mouth (EWOM) has had on the level of brand awareness that Somethingnc possesses on the TikTok social media platform. EWOM has emerged as an important channel via which information can be disseminated and viewers can be recommended brands. In this particular setting, the research is centered on determining the effect that EWOM has on the brand awareness of Something in the TikTok social media ecosystem. Analyzing the data gathered from a wide variety of EWOM sources found on TikTok is the method that was used for the research. The findings of this study have the potential to provide valuable new insights into the ways in which EWOM promotes brand recognition in today's rapidly developing digital environment. On the TikTok social media platform, it is intended that businesses like Somehinc will be able to increase their brand awareness by better understanding and utilizing the beneficial influence that EWOM may have and will be able to get from this research. The method used is a quantitative survey method. Sampling in this study used a non-probability sampling method, and the number of respondents was 400 people. The results of hypothesis testing show that the influence of Electronic Word of Mouth has a positive and significant effect on Brand Awareness on TikTok social media as proven by the value of $t_{count} > t_{table}$, namely $17,805 > 5,730$, which means that H_0 is rejected and H_1 is accepted. And based on the results of the coefficient of determination, Electronic Word of Mouth has an influence of 68% on Brand Awareness Somethingnc.

Keywords: *Electronic Word of Mouth, Brand Awareness, Somethingnc, TikTok*