

## **ABSTRACT**

*Social media has become one of the online platforms used by businesses, especially in the food and beverage industry, to engage with consumers and their audience through content management. This is exemplified by the restaurant brand Gaise. The aim of this research is to understand the content management on TikTok @Gaise.jkt through storytelling concept. The theories used in this research are Message Design Logic Theory to explain how Gaise builds its distinctive identity through storytelling content. The research method employs a qualitative approach. The results of this study indicate that in managing content on TikTok @gaise.jkt, they build a distinctive content identity through storytelling and have specific storytelling patterns in building consumer and audience understanding by narrating the experiences of Gaise restaurant and its customers.*

**Keywords:** *food and beverages business, management content, social media, storytelling, TikTok*