

## **Abstract**

*Technology has had a significant impact on communication, especially in the digital age. In today's competitive business environment, manufacturers and distributors must be more critical and flexible in implementing change strategies. One such strategy is to utilize social media platforms such as TikTok, which allows consumers to interact with their audience through creative and interactive content. Skintific, a Canadian skincare brand, uses TikTok to promote their products and provide comprehensive information on its website. This study aims to determine the implementation of marketing communication strategies through TikTok social media @skintific\_id. The method used in this research is a qualitative approach. The paradigm used in this research is the Non-Positivist Paradigm. Data collection techniques using documentation and interviews. The results showed that the marketing campaign through TikTok used by @skintific\_id not only increased brand awareness but also encouraged more active interaction between brands and consumers.*

**Keywords:** *TikTok, Social Media, Marketing Communication, Skintific*