

## **ABSTRACT**

*The development of information technology and social media, especially the TikTok platform, has changed the paradigm of digital marketing communications in Indonesia. The use of TikTok as a marketing communications strategy by local brands such as Tenue De Attire shows how e-WOM strategies through interactive and creative content can influence audience Brand Awareness. This study aims to measure the influence of Electronic Word of Mouth (e-WOM) on the TikTok platform on Brand Awareness of the Tenue De Attire brand. The methodology used in this study is a quantitative method with data analysis using SPSS23 software and a survey approach involving 385 active TikTok user respondents who have been exposed to content from the Tenue De Attire brand obtained by filling out a questionnaire. Based on the results of the study "The Influence of e-WOM on the TikTok Account of the Tenue De Attire Brand on Brand Awareness", a strong relationship and positive influence were found between Electronic Word of Mouth (e-WOM) and Brand Awareness. The correlation coefficient analysis produced a value of 0.800, indicating a very strong relationship. The R-Square ( $R^2$ ) value of 0.641 indicates that e-WOM explains 64.1% of the variability of Brand Awareness. The results of simple linear regression show that every one unit increase in e-WOM increases Brand Awareness by 0.479. The results of the T test show a significance of  $0.000 < 0.05$  and  $t \text{ count } 26.124 > t \text{ table } 1.9663$ , indicating that e-WOM has a significant influence on Brand Awareness.*

**Keywords:** *Electronic Word of Mouth, Brand Awareness, TikTok, Tenue De Attire.*