

ABSTRACT

This study aims to evaluate the impact of electronic word of mouth (EWOM) on Aerostreet's brand awareness on TikTok social media. EWOM has become a primary means of disseminating information and introducing brands to audiences. This study specifically examines the influence of EWOM on Aerostreet's brand perception on TikTok. The research method involves analyzing data obtained from various EWOM sources on TikTok. The results of the study are expected to provide valuable insights into how EWOM can increase brand awareness in the ever-evolving digital ecosystem. By understanding and utilizing the positive impact of EWOM, entrepreneurs such as Aerostreet are expected to increase their brand awareness on TikTok. 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 the hypothesis test show that the influence of electronic word of mouth has a positive and significant effect on brand awareness on the TikTok social network as evidenced by the $t_{count} > t_{table}$, value of $17.805 > 5.730$, which means H_0 is rejected and H_1 is accepted. Based on the results of the determination coefficient, electronic word of mouth has an influence of 68% on brand awareness.

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