

ABSTRACT

Sate Ratu uses TikTok as a tool to increase brand awareness. The purpose of this research is to find out the strategy and implementation of promotion through TikTok accounts in increasing brand awareness. The theory used in this research uses The Circular Model of SoMe regarding social media planning (Luttrell, 2018), then the 4C concept of social media usage created by Chris Heuer (Solis, 2011). This research uses a descriptive qualitative approach with data collection through literature study, interviews, observation and documentation. Sate Ratu successfully utilizes TikTok to increase brand awareness, through quality content that is informative, educational, and visual. With a collaborative strategy, internal evaluation, and consistent visual elements, Sate Ratu builds a strong relationship with the audience. Regular quarterly evaluations were conducted to refine the video concept, including collaborations with other businesses and the creation of “case study” content to answer consumer questions. Sate Ratu successfully utilizes a creative approach on TikTok through content with casual language, education, comedy, and gimmicks such as conflict at the beginning of the video to attract audience attention. Despite regularly collaborating with TikTokers and consumers, Sate Ratu is less responsive to audience comments.

Keywords: *Brand Awareness, Implementation, Improve, Sate Ratu, Strategy, TikTok*