

ABSTRACT

This study examines how BBQ Mountain Boys constructs their brand identity through TikTok content, using Kenneth Burke's dramatism theory as the analytical approach. The aim of this research is to analyze the brand identity construction strategy through social media, specifically the TikTok platform, and to identify the elements of dramatism within the content they create. The research uses a qualitative method with data collection techniques including observation, interviews, and documentation. The results show that BBQ Mountain Boys successfully built an authentic brand identity through a lifestyle content approach, incorporating activities such as gardening, outdoor cooking, and nature exploration. The elements of dramatism—act, scene, agent, agency, and purpose—proved to play a significant role in reinforcing a consistent and emotional brand narrative. This study concludes that success in digital branding relies not only on the product but also on the ability to connect with the audience through an authentic narrative. Suggestions for future research include exploring how consistency in the elements of dramatism can be maintained over time across various social media platforms.

Keywords: *brand identity, dramatism, lifestyle, tiktok, narrative.*