

ABSTRACT

This study aims to analyze the digital marketing strategy implemented by SALASA by STEP.CO through the TikTok platform in building brand awareness and encouraging purchases of exclusive batch products. As a local fashion brand targeting the younger generation, SALASA utilizes social media as the main channel for communication and promotion. TikTok was chosen because it has strong visual characteristics and is able to reach the main target audience, namely Generation Z and digital-oriented millennials.

This study uses a qualitative descriptive approach with a case study method. Data collection techniques were carried out through in-depth interviews with the SALASA creative and marketing teams, as well as observations of TikTok content on the official @salasabystep account. Data analysis was carried out through reduction, display, and drawing conclusions using the Miles & Huberman interactive model. To deepen the analysis, the researcher also used the Marketing Mix (4P) approach which includes Product, Price, Place, and Promotion.

The results of the study show that SALASA's digital marketing strategy on TikTok involves visual storytelling content, collaboration with influencers, and strengthening the message of product exclusivity. Content that displays behind the scenes production, limited edition campaigns, and narratives about sustainability managed to attract the audience's attention and form a positive perception of the brand. This strategy is considered effective in building brand awareness and creating urgency to buy the product before the batch is closed.

The 4P approach shows that SALASA products are communicated as exclusive and environmentally friendly (Product), with premium price positioning reinforced through visual style (Price), integrated digital distribution channels between TikTok and WhatsApp (Place), and collaborative and emotional promotion strategies (Promotion). These four elements support each other in creating a consistent consumer experience from the awareness stage to purchase conversion.

In conclusion, the TikTok digital marketing strategy implemented by SALASA by STEP.CO is able to build strong brand awareness while encouraging purchases of exclusive batch products. The results of this study are expected to be a reference for other local brands in developing digital marketing strategies that are relevant to the behavior of young consumers and current social media trends.

Keywords: Digital Marketing, TikTok, Brand awareness, 4P Strategy, Local Fashion, Generation Z