

ABSTRACT

The fashion industry in Indonesia continues to grow rapidly, thus encouraging local brands such as Rucas to build brand awareness. This study aims to determine how much influence the content of @rucas.official Tiktok makeover promotions has on Rucas brand awareness. This study uses a quantitative method with a survey of 224 respondents who are followers of @rucas.official Tiktok account. These data are analyzed using the help of IBM SPSS version 27 software by testing simple linear regression, T test, and F test to measure the significance of the effect, as well as the coefficient of determination test to see the contribution of the independent variable towards the dependent, that is promotion to brand awareness. As a result, the research shows that promotion through makeover video content through the Tiktok platform has a positive and significant influence on brand awareness. The dimensions of promotional messages and promotional media occupy the highest position. It implies that the makeover promotional content uploaded via the Tiktok @rucas.official platform plays a big role in building brand awareness. In conclusion, inspirational makeover video content is able to attract the audience's attention and improve their ability to recognize and remember the Rucas brand. Rucas is advised to continue improving the visual quality of its content and maintain consistency in the frequency of its posts. In addition, developing more diverse content that is relevant to the audience is also important to strengthen emotional connections and increase brand loyalty.

Keywords : *Brand Awareness, Content Makeover, Fashion, Promotion, Tiktok*