

ABSTRACT

This study examines how Tomoro Coffee uses Instagram and TikTok to boost engagement and brand awareness in Medan City. It focuses on the brand's tailored content strategy for the local audience. The goal is to outline the content strategies and evaluate the effectiveness of these platforms in enhancing interaction and brand image. A descriptive qualitative methodology was employed, using the Circular Model of SoMe (Share, Optimize, Manage, Engage). Data was collected through interviews with area managers, baristas, and stakeholders, as well as content observation and document analysis. The study highlights content planning, production, and evaluation processes, including audience segmentation, format selection, message alignment with trends, and engagement levels. Findings indicate that Instagram helps create a cohesive brand image through visuals and lifestyle stories, while TikTok reaches a wider audience with trendy short videos. Challenges included inadequate content adaptation to local culture and centralized social media management, which reduced relevance for Medan's audience. In conclusion, a successful social media strategy requires systematic planning, local customization, and continuous performance evaluation. This research provides insights for retail coffee brands and the food and beverage sector to effectively leverage Instagram and TikTok in a competitive environment.

Keywords: *Brand Awareness, Circular Model of SoMe, Content Strategy, Digital Communication, Engagement*