

ABSTRACT

ANALYSIS OF DIGITAL MARKETING STRATEGY IMPLEMENTATION ON TIKTOK AS A BRAND AWARENESS PLATFORM TOWARD SINAR MAS PURCHASE INTENTION (A CASE STUDY OF THE TIKTOK ACCOUNT @sinar_masid)

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This study aims to analyze the implementation of digital marketing strategy on the social media TikTok as a means of enhancing brand awareness and purchase intention for Sinar Mas, using the TikTok account @sinar_masid as the case study. Digital marketing has become a dominant strategy in the modern era that enables companies to reach wider audiences more efficiently. Through its large base of active users, TikTok offers substantial potential for expanding market reach and strengthening brand recognition. High level of brand awareness influences consumers' purchasing decisions, while customer engagement—achieved through active interaction on social media—contributes to consumer loyalty and purchase intention. The findings indicated that Sinar Mas digital marketing strategy on TikTok had positive and significant influence on brand awareness. Customer engagement positively and significantly influenced purchase intention as well. To sum up, these results highlight the importance of effective digital marketing strategy on TikTok for building brand awareness, enhancing customer engagement, and encouraging consumers' purchase intention.

Keywords: Digital Marketing, TikTok Content, Brand Awareness, Customer Engagement, Purchase Intention

