

ABSTRACT

The use of TikTok as social media is growing rapidly and is widely used. Not only as social media, TikTok can also be a media channel to become a forum for exchanging information on various products, one of which is Scarlett Whitening product. Scarlett Whitening is a local product engaged in cosmetics and skin care. This study aims to analyze the power of EWOM on Scarlett Whitening products through TikTok. This study uses qualitative research methods with descriptive interpretative research that uses in-depth interview techniques or in-depth interviews and uses source triangulation techniques as a data collection method. This study used four informants, who were divided into three main informants and one expert informants. The results of the study illustrate that TikTok EWOM in terms of the three dimensions described by Goyette, et.al is appropriate to the content stage and plays a major role on Scarlett Whitening products through TikTok.

Keyword: Electronic Word od Mouth, Media Promotion, TikTok, Scarlett Whitening.