

ABSTRACT

This research was conducted to determine the marketing communication activities of SMB Telkom through TikTok. It was conducted using a descriptive qualitative method with interviews with the Director of Admission and Marketing, the Head of Marketing Crew at Telkom University, and the head of the social media division of SMB Telkom TikTok. And 3 SMB Telkom Brand Ambassadors, and Marketing Communication Practitioners. The findings of this study are the contents of the SMB Telkom TikTok message are information on study programs, information on educational tips, information on selection paths, and entertainment content. The second findings are creative forms of messages that are executed on TikTok SMB Telkom are messages about the programs and advantages of Telkom University as well as interactive content related to Telkom University. The third findings are potential consumers of SMB Telkom is effectively obtained through the event agenda and the moment when the announcement of the selection of state universities is made. The conclusion of this research is that SMB Telkom is optimal in presenting creative messages on the TikTok application. However, there are several things that need to be considered, such as SMB Telkom needs to continue to innovate in designing content according to the development of the TikTok application, as well as making more use of the SMB Telkom Brand Ambassador as the Key Opinion Leader of SMB Telkom.

Keywords: *Communication, Marketing Communication, Effective Marketing Communication Strategy, Social Media, Tiktok.*