

ABSTRACT

The use of social media is undeniably very important at this time, starting from finding information, socializing, to as a place for marketing, from the many social media, TikTok today is a social media that is loved by the general public as evidenced by the TikTok application currently experiencing an increase in downloads in the first quarter of this year. the first of 2020, where currently TikTok downloads worldwide have crossed 3 billion downloads. Now TikTok is varied with various content, and interesting features. This variety of content and features can make Electronic Word Of Mouth in TikTok. This study was conducted to find out whether there is and how much influence Wot Batu Bandung's electronic word of mouth on TikTok has on brand awareness. The research was conducted using quantitative methods which of course went through various testing processes, including testing regression analysis, coefficient of determination, hypothesis, validity, and reliability. The results of hypothesis testing indicate that electronic word of mouth has an effect on brand awareness of Wot Batu Bandung. Calculations get results where the value of t count is greater than t table, because t count 30.882 & t table 1.966. Which means H_a is accepted, which means that there is an influence of electronic word of mouth on Wot Batu Bandung brand awareness. And based on the coefficient of determination, electronic word of mouth has an effect of 70.6% on the brand awareness of Wot Batu Bandung.

Keywords : Electronic Word Of Mouth, Wot Batu Bandung, TikTok, Brand Awareness