ABSTRACT

The Covid-19 pandemic seems to be accelerating the use of digital technology among the public. The latest trend in the use of social media today is TikTok which is used to promote various products and services from various fields. The TikTok account of the Telkom Bandung Vocational School was created in 2020 and the first content created was with the video transition method showing the school environment of the Telkom Bandung Vocational School. This type of research uses descriptive quantitative. The purpose of this study was to determine the effectiveness of TikTok's social media content on the interests of Telkom Bandung Vocational High School students in 2022. This study used the independent variable (X) namely the namely the Effectiveness of Social Media Marketing on TikTok Accounts which consisted of the Context, Communication, Collaboration, and Connection dimensions. . The data collection technique used was observation anddistributing questionnaires via google form to followers of the TikTok account @smktelkombdg, the sample used was 100 respondents. The sampling technique used is a non-probability technique with purposive sampling type. The data analysis technique used is descriptive data analysis, validity test, reliability test, continuum line, and insight into the TikTok account @smktelkombdg. The results of responses from 100 respondents on the continuum line method in the Context dimension indicates very good criteria, in the Communication dimension indicates poor criteria, in the Collaboration dimension indicates very good criteria, in the Connection dimension it has indicates very good criteria. The insights obtained are considered effective because they do not always decrease. The right advice is to create video content containing polls for viewers to ask what kind of content the audience finds interesting so that viewers can reply in the comments column according to their respective opinions.

Keywords: Effectiveness, Social Media, Content, TikTok, Social Media Marketing