

ABSTRACT

One of the local brands that ranked first in the top 10 related queries in Google Trends in the past 12 months, starting from July 2021 to July 2022, is Blishful Indonesia. Blishful Indonesia's method of introducing its products is by placing advertisements on TikTok social media. TikTok is a short video entertainment application combined with music. Blishful Indonesia also involves message distributors, namely typical person endorsers. By using the theory of Modern Communication, Typical Person Endorser and Trustworthiness. By using a descriptive qualitative method with the aim of knowing the marketing communication strategy of the local brand Blishful Indonesia through typical person endorsers on TikTok social media. Data collection techniques were carried out by conducting in-depth interviews with key informants and supporting informants, as well as conducting online observations. The results of this study show that the findings of Blishful Indonesia's marketing communication strategy include designing the content of TikTok Blishful Indonesia messages, namely information on product advantages, information on consumer testimonials and entertainment content. The findings of the two creative forms of messages in the form of product advantages and interactive content. . However, there are several things that need to be considered regarding content design initiatives and optimizing typical person endorsers as Blishful Indonesia's Key Opinion Leaders.

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