

ABSTRACT

Aishable is a local brand fashion that is currently on the rise and loved by many Indonesian women. Located in Cirebon, West Java, the marketing area for Aishable's products now covers all of Indonesia. Now, Aishable is running a digital marketing via online platform which is Tik Tok to increase their brand awareness. This type of research using a descriptive type with qualitative descriptive research method. The data collection techniques were carried out by observation, in-depth interviews and literature study. The technique for checking the validity of data used was by triangulation method.

Keywords: Brand awareness, digital marketing, TikTok