

## **ABSTRACT**

*Business owners need to raise brand awareness of their products in the minds of the general public. One way of promotion that can be done by business owners to raise brand awareness is by carrying out E-WOM (Electronic Word Of Mouth) promotional activities. One alternative media that can be used as a means of implementing electronic word of mouth is social media. Tiktok is estimated to be the most effective social media used for the promotion of a product or service considering the growth of TikTok users. Currently, TikTok has more new features that allow users to interact with each other. The new feature in TikTok makes Electronic Word Of Mouth happen. This research was conducted to find out whether there is and how much influence electronic word of mouth Something has on social media TikTok on brand awareness. The research was carried out using quantitative methods which of course went through various testing processes, including validation testing, reliability, regression analysis, coefficient of determination, and hypotheses. The results of hypothesis testing show that electronic word of mouth has an effect on Something's brand awareness. Calculations get results where the value of t count is greater than t table, because t count (18,629) & t table (1,966).  $H_0$  is accepted, which means there is influence from electronic word of mouth on Something's brand awareness. Based on the coefficient of determination, electronic word of mouth has an effect of 46.6% on Something's brand awareness.*

**Keywords: Beauty Brand, Brand Awareness, Electronic Word Of Mouth, TikTok.**