

ABSTRACT

During the all-digital era, social media has great opportunities to do business, following its success as social media that is in demand by users and makes one of the promotions to create effective persuasive messages to attract consumer attention. And the ability of a buyer to recognize or recall that a brand is part of a product. With this company, the writer wants to become a dealer for consumers for multimedia talent that is right for the needs of consumers, which we named the Tembok Creative agency. This digital agency combines marketing and creativity in an all-digital era, resulting in beautiful and modern collaborations. Because currently Tiktok is in great demand and is being used, the author uses Tiktok social media for the purpose of getting insight and followers in Tembok Creative's Tiktok account by creating content that has a concept in each video. the highest percentage of total viewers from content 1 with a total of 14068 and content 2 with a total of 5744 so that it can increase followers with a final total of 1048 followers and the total number of likes of all content with a total of 890 likes.

Keywords : Awareness, Media, Promotion, Tiktok, Strategy