

ABSTRACT

Radio as one of the major media that provide information to its listeners has lost its position as such media. Currently, radio is in the media position with the least duration of use compared to the internet and social media which are in the highest position. MNC Trijaya FM Bandung as one of the radio stations that have been affected by this phenomenon, with the most pronounced factor being the lack of brand awareness. Evidence of the lack of brand awareness of MNC Trijaya FM Bandung with a mini survey of 30 people with the result that only 33.3% of respondents know MNC Trijaya FM Bandung. The step taken by MNC Trijaya FM Bandung is to use a social media marketing strategy on the Tik Tok platform with the aim of increasing brand awareness. Therefore, this research was conducted to determine social media marketing on Tik Tok MNC Trijaya FM Bandung, to determine brand awareness on Tik Tok MNC Trijaya FM Bandung, and to determine the effect of social media marketing on brand awareness of MNC Trijaya FM Bandung. This study used an associative quantitative research method with a population of followers of the Tik Tok account MNC Trijaya FM Bandung. The sample used was 110 respondents, using the slovin formula. Methods in data collection using questionnaires and data analysis using simple linear regression. The results showed that product attributes had a significant effect with the regression equation $Y = 15,237 + 0.475x$. The R square test shows the number 0.383, in this case it can be explained that the effect of social media marketing on purchasing decisions is 38.3% and the remaining 61.7% is influenced by other factors which were not examined in this study.

Keywords: Social Media Marketing, Brand Awareness, Social Media, Tiktok, MNC Trijaya Bandung