

ABSTRACT

In the present day in Indonesia, the local perfume industry is increasingly popular among Indonesian people. Which there are a lot of competitors, In an era where almost all purchase are carried out online. There are various ways that brands do to promote their products so that they are known by the public. In marketing its products, Mykonos also utilizes social media, namely TikTok. Promotions are carried out by collaborating with influencer marketing or by utilizing user-generated content which of course can reach a wider and more targeted audience. The purpose of this study is to find out how much influencer marketing and user-generated content partially or simultaneously have on brand awareness. This research was conducted using a descriptive quantitative method. Research data analysis techniques using normality test, correlation coefficient test, coefficient of determination test, and multiple linear regression analysis. Based on the research results, User Generated Content partially affects Brand Awareness by 46,8%, and the remaining 53,2% is influenced by other factors not examined in this study. Influencer Marketing partially influences Brand Awareness by 50,1%, and the remaining 49,9% is influenced by other factors not examined in this study. User Generated Content and Influencer Marketing simultaneously affect Brand Awareness by 59,2%, and the remaining 40,8% is influenced by other factors not examined in this study.

Keywords: *User Generated Content, Influencer Marketing, Brand Awareness, Media Sosial, TikTok*