ABSTRACT

Finding out about a product on the internet before buying it has become a new habit since the emergence of social media. Product reviews, whether positive or negative, from consumers are known as e-WOM (electronic word of mouth). One of the social media platforms that is currently trending is TikTok. Somethinc is a local Indonesian cosmetics brand that uses TikTok to become a tool that functions as an e-WOM. Somethinc uses the hashtag #somethinc in each piece of content to make it easier to categorise interests or to enter FYP (for your page). The hashtag has been used by 2.3 billion people. This research wants to see how much influence e-WOM has on the TikTok account @somethingincofficial's brand image. The research method used was descriptive-quantitative, with a non-probability sampling technique for 400 respondents. Data collection was carried out by distributing questionnaires on social media. The results of the study showed that the X variable, namely e-wom, obtained positive and significant results for the Y variable, namely brand image. researchers in this study.

Keywords: *tiktok, e-wom, brand image, somethinc*