

ABSTRACT

The development of the internet in Indonesia is also very fast, so that in this month the internet has become the main facilitator in all aspects of the calendar of emergence, which has the potential to facilitate all activities. Sallah saltu, the activities that are in the process of being exploited in the social medial are the activities that make products into a halal company, make good use of social media, and also fake things. In this study to find out how the influence of electronic word of mouth on the Bandung Perspective circulating on TikTok has on brand awareness in the minds of the public. This study used a quantitative method with data collection techniques using a survey method by distributing questionnaires.

Keywords: Brand Awareness, Electronic Word of Mouth, Social Media.