

ABSTRACT

This study aims to analyze the branding strategy of DCT Agency through local product content on Tiktok. This study uses the theory of brand strategy with the concept of corporate branding from (Gray & Balmer 1998). As well as using the unit of analysis of the concept, namely corporate identity, corporate communication, corporate image & reputation, and competitive advantage. This study uses a descriptive research method with a qualitative approach. Data was collected through interviews with informants, as well as non-participant observations on Tiktok social media and the corporate website. The results of the study show that DCT Agency has adopted an effective branding strategy to build its image through local product content on Tiktok. The efforts made by DCT Agency in carrying out a branding strategy through local product content on Tiktok have been successfully carried out.

Keywords: branding, DCT Agency, local product content, Tiktok