

## ***ABSTRACT***

*Ekspektanica is a music event and art exhibition featuring various Indonesian artists and musicians, this concert tour takes place in several cities on the island of Java to invite music lovers to explore the natural beauty, culinary specialties, and local culture in each city visited, and adapt to local traditions. Ekspektanica uses TikTok to disseminate information and promotions to reach a wide audience, the aim is to analyze the social media utilization strategy carried out by the Ekspektanica music festival for the promotions carried out, this study uses a qualitative approach to the constructivism method, with data collection through interviews and observations, and utilization strategies through the theory of Kaplan & Heinlein (2010). The results show that Ekspektanica implements a media utilization strategy, which includes user participation, two-way communication, and content management. In the process, Ekspektanica implements an effective promotional strategy through TikTok, by utilizing short video features, hashtag challenges, and collaboration with influencers. The use of TikTok has been shown to increase visibility, participation, and interest in Ekspektanica music events, as well as significantly expand the reach of the audience. Making users feel satisfied with the content provided, Ekspektanica has succeeded in maximizing the strategy of utilizing social media through innovative and interactive strategies, TikTok becomes an effective tool to support the success of Ekspektanica's next music event promotion. Keywords: TikTok, Promotion, Music Event, Ekspektanica, Social Media, Promotion Strategy*

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