

ABSTRACT

In recent years, the internet has transformed lifestyles, habits, social dynamics, economics, culture, and fundamentally altered human interaction and communication over long distances through social media. Social media serves as a digital platform facilitating users to interact, share content, quickly access news, and connect with others online. Its utilization for marketing purposes (social media marketing) reflects technological and communication advancements. The aim of this study is to analyze the social media marketing content by HMNS aimed at enhancing brand awareness among @HMNS.id followers and TikTok users. This qualitative research employs a descriptive qualitative approach, utilizing interview, observation, and documentation methods for data collection. Interviews were conducted with senior executive marketing personnel and TikTok specialists from HMNS. The findings reveal that HMNS's social media marketing adheres to four out of five elements outlined in Kim and Ko's (2010) theory of social media marketing: entertainment, interaction, electronic word of mouth, and trendiness. HMNS opts against customization due to its followers already enjoying and following the content produced by HMNS, hence there are no specific requests from its followers.

Keyword: Social media marketing, Brand Awareness, HMNS.