

ABSTRACT

Advances in technology and information have led to changes in communication patterns in society. With the internet, all forms of information can be spread quickly and have a wider reach. This phenomenon encourages business actors to carry out marketing activities through digitalization so that their brands are known to the public. Digital marketing allows companies to reach a wider audience in a more measurable and targeted way. One way that can be done is by marketing brands or products through content marketing. This study was conducted on TikTok social media users and those who had seen content from the TikTok account @SEKO.bdg. This study aims to determine how much influence Content Marketing from @SEKO.bdg content on TikTok has on Seko Kopi brand awareness. This study uses a descriptive quantitative method with a non-possibility sampling technique of purposive sampling type to 400 respondents. The results of the study show that content marketing from @SEKO.bdg Content on TikTok has a strong relationship and has an influence of 47.4% on Seko Kopi Brand Awareness. While the remaining 51.6% is influenced by other things that were not examined in this study. The test results in this study show that Lasswell's Communication Theory from a cognitive perspective can prove that consumers can absorb information from the content created by @SEKO.bdg.

Keyword: *Content Marketing, TikTok, Brand Awareness, Seko Kopi*