

ABSTRACT

Social media is currently widely used as a platform to promote a product owned by a brand. One of these brands is Brand Russ and Co, which uses Tiktok as a medium to promote its products with the Tiktok Shop feature. Flash sales are carried out by Brand Russ and Co as a process to provide information to Generation Z consumers to increase awareness of a brand's products. The purpose of this study is to determine the effect of the flash sale information process on the Russ and Co brand through TikTok Shop on brand awareness among Generation Z. This research uses descriptive quantitative method. The sampling technique in the study used non probability sampling technique using purposive sampling with a sample of 100 respondents. The correlation coefficient test results found a strong, significant, and unidirectional relationship with the calculated t value which has a significant effect of $13.396 > t_{table} 1.660$. The conclusion obtained in this study is that there is an influence of the information process through the Tiktok Shop flash sale of 64,7% on Generation Z awareness of the Russ and Co brand and the remaining 35,3% is influenced by other factors outside this study.

Keywords: *TikTok Shop, flash sale, information process, generation Z awareness*