

## **ABSTRACT**

*Burgerchill is one of the MSMEs in Bandung that focuses on the food and beverage industry. Burgerchill has been operating since mid-2020 and has been well received by the community. However, the realization of Burgerchill's own sales has not yet reached the set target. To support marketing and sales strategies, Burgerchill has conducted social media marketing through the TikTok platform. However, this effort has not been successful in achieving sales targets. Therefore, it is necessary to conduct a survey to evaluate Burgerchill's TikTok social media management by comparing it with competing brands. This survey was conducted by measuring the engagement rate of TikTok accounts using a third-party tool, Insightiq.ai. The survey results show that Burgerchill's total TikTok engagement rate is lower compared to competing brands. This indicates that Burgerchill has not fully optimized the use of the TikTok platform as a means of conducting social media marketing.*

*Based on the above problems, a design is carried out to increase the engagement rate for social media marketing on the TikTok Burgerchill platform based on audience needs using the dimensions of Social Media Marketing Activities (SMMA) and the Kano Model. The use of these two methods aims to complement the shortcomings of each method if used separately. The results of the identification of need attributes obtained from in-depth interviews with active TikTok social media users and previous research resulted in 15 need attributes classified into 5 dimensions of Social Media Marketing Activities (SMMA). The dimensions of Social Media Marketing Activities (SMMA) used in this study are Entertainment, Informativeness, Interactivity, Trendiness, and Storytelling.*

*Processing of the Social Media Marketing Activities (SMMA) questionnaire resulted in 5 strong attributes and 10 weak attributes. Meanwhile, the Kano Model questionnaire processing resulted in 11 attributes with one dimensional category, 2 attributes with must be category, 1 attribute with attractive category, and 1 attribute with indifferent category. Furthermore, the integration of the Social Media Marketing Activities (SMMA) questionnaire and the Kano Model resulted in 5 attributes that need to be maintained, 9 attributes that need to be improved, and 1*

*attribute that needs to be ignored. The integration of the two methods resulted in 9 attributes that became true customer needs. Based on the identification of true customer needs, there are draft recommendations that can be used to increase the engagement rate of TikTok Burgerchill, namely creating content quality standards, creating informative and accurate content, creating interactive content, creating content that always follows trends, and creating storytelling content using language that is easy to understand.*

***Keyword: Social Media Marketing, TikTok, Social Media Marketing Activities (SMMA), Model Kano, True Customer Needs.***