

## **ABSTRACT**

*Serasa Kopitiam is one of the MSMEs in Bogor City that is engaged in the food and beverage industry with the concept of a traditional coffee shop. Despite receiving positive reviews from customers regarding product quality and price, the realization of Serasa Kopitiam's sales is still fluctuating and has not reached the target. One of the efforts to support marketing strategies is to utilize the TikTok platform for social media marketing. However, the survey shows that TikTok's engagement rate is much lower than that of competitors, signaling the need to optimize social media marketing strategies.*

*This study aims to design a strategy to increase the engagement rate of TikTok Serasa Kopitiam using the integration of Social Media Marketing Activities (SMMA) and the Kano Model. This approach allows for the comprehensive and strategic identification of audience needs. Based on the results of in-depth interviews and literature studies, this study identifies 15 attributes of needs that are grouped into five dimensions of SMMA, namely Entertainment, Interaction, Trendiness, Informativeness, and Storytelling.*

*The results of the SMMA questionnaire analysis showed that there were five strong attributes and ten weak attributes. Meanwhile, the analysis using the Canoe Model grouped 12 attributes into the One Dimensional category, 2 attributes in the Must-be category, and 1 attribute in the Indifferent category. The integration of these two methods results in recommendations for 15 attributes: 5 attributes need to be maintained, 9 attributes need to be improved, and 1 attribute can be ignored. Attributes that become True Customer Needs include content that is interesting, entertaining, invites comments, challenges, Questions & Answers, useful information, accurate information, easy-to-understand flows, experiences or inspirational stories.*

*Draft recommendations are interesting, entertaining, invite comments, challenges, Questions & Answers, useful information, accurate information, easy-to-understand flows, experiences or inspirational stories. This strategy is expected to increase TikTok engagement rate Serasa Kopitiam, expand brand awareness, and support the achievement of sales targets.*

**Keywords: Engagement Rate, Social Media Marketing, True Customer Needs, TikTok, Social Media Marketing Activities, Kano Model**