

ABSTRACT

This study aims to analyze the influence of digital branding on consumer brand awareness on the TikTok platform of the Caru Matcha Bar account. Digital branding is a brand communication strategy that is increasingly relevant in the social media era, especially with the rapid development of TikTok as a short video-based platform that is popular with the younger generation of Indonesia. The method applied here is a quantitative method or technique and a descriptive approach with several tests analyzed using SPSS and data collected through the distribution of questionnaires to 100 respondents determined using a simple random sampling method. Three main dimensions of digital branding including social media marketing, content production, and customer engagement development are used to evaluate its influence on brand awareness, which is measured through four indicators: brand recall, brand recognition, purchase decision, and consumption. The results of this study prove that digital branding has a significant effect on increasing brand awareness ($F = 84.911$; sig. 0.000), so that H_1 is accepted and H_0 is rejected. The average value of each indicator is in the very good category. These findings indicate that digital branding not only builds brand image but also strengthens consumer engagement through a structured and consistent digital communication strategy on platforms such as TikTok. In conclusion, digital branding strategically implemented through relevant and interactive content on TikTok has proven effective in increasing brand awareness. Future research should explore the influence of other variables, such as brand image or consumer loyalty, in the context of other social media platforms.

Keywords: Digital Branding, Brand Awareness, Tiktok, Creative Content, Marketing Strategy.