

ABSTRACT

This study aims to analyze the influence of Social Media Marketing on Brand Image and its implications for the Purchase Intention of Generation Z, with a case study of the fashion product Lafiye on TikTok. The rapid development of digital technology and the widespread use of social media have changed how brands interact with consumers, particularly Generation Z as active users of TikTok. This research uses a quantitative method with a survey approach, where data was collected through questionnaires distributed to TikTok users familiar with the Lafiye brand. The data were analyzed using SPSS version 25. The results show that Social Media Marketing has a significant effect on Brand Image, and Brand Image positively affects Purchase Intention. Therefore, marketing strategies through TikTok can effectively build a strong brand image and increase the purchase interest of young consumers. The practical implication of this study highlights the importance of consistency, creativity, and active interaction in TikTok content to enhance the appeal of fashion brands to Generation Z.

Keywords: *Social Media Marketing, Brand Image, Purchase Intention, Generation Z, TikTok, Lafiye.*