

ABSTRACT

In today's digital era, technological developments have transformed how consumers interact with brands, particularly through social media. Tiktok has emerged as one of the most popular platforms used by various groups, especially the younger generation, as a medium for communication, information sharing, and entertainment. Recognizing the vast potential of Tiktok, many businesses have started utilizing it as part of their marketing strategies to enhance brand awareness. Fusion Dept, as a local fashion brand, is also leveraging this platform to establish its presence among its target audience.

This study aims to understand the social media marketing strategy implemented by Fusion Dept in building brand awareness through Tiktok. The focus is on how the strategy attracts audience attention and the extent to which the created content is effective in generating engagement and a positive perception of the brand.

This research employs a qualitative approach with a case study method. Data was collected through in-depth interviews with Fusion Dept's management and content analysis of the brand's official Tiktok account. Data analysis was conducted using data reduction, data presentation, and conclusion drawing techniques, following the interactive model of Miles and Huberman.

The findings indicate that Fusion Dept applies a content strategy that is consistent and relevant to current Tiktok trends. The use of influencer marketing, user generated content, and visually engaging presentation proved effective in increasing audience engagement and expanding brand reach. Furthermore, the use of popular soundtracks and a casual communication style supports the formation of a brand image that resonates with young consumers.

This research contributes to the development of digital marketing strategies, particularly for local fashion brands aiming to build brand awareness through Tiktok. It is expected that the results of this study can serve as a reference for business actors in designing effective and appealing content on social media. Future studies are recommended to incorporate a quantitative approach to further measure the impact on sales conversions and customer loyalty.

Keywords: *marketing strategy, social media, brand awareness, Tiktok, local fashion brand*