

ABSTRACT

This study aims to analyze the utilization of TikTok social media by the MSME fashion brand Evertops in increasing brand awareness. In the dynamic digital market, MSMEs are required to innovate in their marketing strategies to remain competitive, and TikTok offers significant potential as a promotional platform. This study seeks to encourage other MSMEs to optimize digital marketing, using Evertops as the primary case study. Employing a descriptive qualitative method with an interpretive paradigm, this research is based on STP (Segmenting, Targeting, Positioning) Theory and Differentiation. Data was collected through direct observation of Evertops' TikTok account and in-depth interviews with the primary informant (Evertops' management), supporting informants (Evertops' TikTok followers), and expert informants (social media lecturers). The research results indicate that TikTok is an effective platform for MSMEs to develop their businesses. Evertops successfully increased brand awareness through TikTok content strategies focusing on minimalist and aesthetic themes, the use of relevant and popular hashtags, and strategic posting times. Evertops' audience segmentation targets Generation Z and millennials in Jakarta, with targeting tailored for hijab products as well as sporty and stylish products. Evertops' brand positioning highlights minimalist and aesthetic themes as a differentiator from other brands, supported by differentiation through comfortable product materials and designs. It is concluded that Evertops' optimal utilization of TikTok has successfully increased their brand awareness as an MSME fashion brand. Therefore, this study recommends that other MSME players actively market their products on TikTok and other social media platforms to optimize business growth.

Keyword : *Tiktok Role, Brand Awareness, Digital Marketing Strategy, MSME, Evertops, STP and Differentiation Theory*