

ABSTRACT

Culinary SMEs in Indonesia, particularly Cuanki Cuban, make a significant contribution to the country's economy. However, Cuanki Cuban faces substantial challenges in meeting its revenue targets, primarily due to low brand awareness and engagement rate on the TikTok social media platform, especially when compared to competitors such as Cikemam and Ciomy, which show better performance. Therefore, this study aims to evaluate the TikTok management practices of Cuanki Cuban, identify the criteria that need improvement, and provide recommendations for enhancing the effectiveness of marketing communication to expand audience reach and increase product brand awareness. This research employs Benchmarking and Analytical Hierarchy Process (AHP) methods to analyze and prioritize the criteria and sub-criteria for managing TikTok social media. The process involves data collection through questionnaires and in-depth interviews with active TikTok users. The gathered data is then processed using Microsoft Excel and Super Decision to generate in-depth analysis. The results indicate that Cuanki Cuban needs to improve six main aspects of TikTok management, namely: content, engagement, hashtag, influencer, frequency, and visual. The AHP questionnaire results, combined with observational findings, yield priority rankings that reflect the relative importance of each criterion and sub-criterion. Additionally, the process successfully identifies benchmark partners that represent best practices for each evaluated sub-criterion. Thus, the results of this study provide important recommendations for Cuanki Cuban to optimize the use of TikTok as a marketing communication tool to enhance brand awareness and expand audience reach sustainably, while competing with other players in the increasingly competitive digital marketplace.

Keywords: *tiktok, engagement rate, brand awareness, benchmarking, analytical hierarchy process, marketing communication*