

ABSTRACT

The development of digital technology has changed communication styles, including in marketing communication practices. In the competitive coffee shop industry in Bandung City, building brand awareness has become crucial. This research examines how message design is applied in TikTok content @serasee.coffee, using the Message Design Logic theory (O'Keefe) as the main analytical framework, which is then related to Brand Awareness theory to see its contribution.. The method used is qualitative with a phenomenological approach, through in-depth interviews and documentation. The results of the study show that rhetorical message design logic is the most dominant in three TikTok contents with the highest engagement, significantly contributing to brand awareness, ranging from recognition to recall. In addition, expressive and conventional logic also emerge though limited, but still support initial awareness of the brand. These findings underscore the importance of strategic message design that aligns with audience characteristics in brand communication in the digital era.

Keywords: *Message design, message design logic, brand awareness, TikTok, digital communication, local coffee shop.*