

ABSTRACT

This study aims to examine the optimization of TikTok in enhancing brand awareness at the MSME Kopi Toko Tua, in line with the growing role of social media in digital marketing strategies. The research background stems from the rapid growth of TikTok users in Indonesia, particularly Generation Z, which presents opportunities for MSMEs to strengthen brand identity and expand audience reach. The study employed a qualitative approach with a case study design, involving in-depth interviews, direct observations, and documentation with the business owner, marketing team, and customers. The data collection process consisted of four stages: defining research indicators, selecting key informants, conducting field data collection, and triangulating sources. Data were analyzed using Miles and Huberman's interactive model, which includes data reduction, data display, and conclusion drawing. The findings show that a storytelling strategy with vintage-modern visual style and a soft-selling approach successfully increases audience engagement and builds emotional connections with the brand, although challenges such as inconsistent posting schedules and underutilization of TikTok's interactive features remain. The study concludes that content consistency, responsiveness to trends, and integrating audience participation are strategic efforts MSMEs can adopt to maximize TikTok's potential in improving brand awareness and driving purchase conversions.

Keywords: TikTok, brand awareness, MSME, digital marketing, storytelling