

ABSTRACT

ZALORA Indonesia is a leading online fashion destination in Indonesia. ZALORA is a fashion and beauty online store that offers a collection of clothing, accessories, shoes, and beauty products for men and women. ZALORA's method of introducing its products is by placing its advertisements or campaigns on TikTok social media. TikTok is a short social video platform combined with music. Through the TikTok application, it is easier for people to catch the ads they display. The purpose of this research is to find out how the Zalora fashion brand's marketing communication strategy on the TikTok application. This research is qualitative research with a constructivist paradigm. Data collection techniques were carried out by conducting in-depth interviews with expert informants and supporting informants, as well as conducting online observations. The results show that the marketing communication strategy that Zalora uses is the Pass Strategy which is carried out by improving the quality of service to consumers which are realized by the existence of a service center, providing price discounts, and providing information about product quality and original guarantees of the products offered.

Keywords : *Marketing Communication, Marketing Strategy, Zalora, E-Commerce Fashion*