

ABSTRACT

The rapid development of social media marketing in Indonesia encourages Berrybenka to carry out marketing strategies through TikTok social media, especially on the Berrybenka Shoes account which has 81.5 thousand followers on TikTok social media accounts. However, in increasing engagement on TikTok Berrybenka Shoes decreased by 62.9%. Therefore, this research was conducted with the aim of knowing how to measure social media marketing of Berrybenka Shoes on TikTok as a marketing tool. The research methodology used is descriptive qualitative. The data collection techniques used were observation, interviews, and documentation and triangulation. The data that has been obtained will be analyzed for validity by combining answers and drawing conclusions from the results of interviews with informants. By conducting this research, the author uses a measuring tool that is seen in the key metrics data in the TikTok application, it can be seen that the lack of response rate and time which is one of the measuring instruments used in measuring Berrybenka Shoes' social media marketing, this can reduce key metrics in the comments column which only has 41 comments for 60 days starting on November 19 to January 17. This is because Berrybenka Shoes does not use the "reply comment" feature when audiences comment on uploaded content. However, even though Berrybenka Shoes does not use the "reply comment" feature, Berrybenka Shoes responds to the audience by adjusting the content of the content that the audience often asks. So that the results of this study can be known, namely by conducting research using measuring instruments seen in the key metrics data in the TikTok application is very effective in measuring social media marketing as a marketing tool. Coupled with the supporting sentences from the results of interviews with key informants, it can be believed that using the TikTok application as a marketing tool makes Berrybenka Shoes widely known to the public through its engagement data based on the content uploaded to the TikTok Berrybenka Shoes account.

Keywords: Social Media Marketing, TikTok, Marketing.