

ABSTRACT

The rapid development of technology has had a significant impact on business activities, particularly in the field of marketing. This technological advancement has led to a tendency among entrepreneurs to utilize digital content marketing to reach a wider audience. This study aims to examine the relationship between entertainment content and brand awareness for one of Indonesia's SMEs, Tenue de Attire. The content they present on their TikTok account is themed "sorry bukan tipe gw."

This study employed a quantitative approach by distributing questionnaires to 100 respondents who were followers of Tenue de Attire's TikTok account and had viewed the "sorry bukan tipe gw" content. The sampling technique used was non-probability sampling with a purposive sampling approach. Data analysis was conducted using SPSS 21 software, which included validity testing, reliability testing, descriptive analysis, classical assumption tests, and simple regression analysis. A Likert scale was used as the measurement tool for 22 statement items covering the entertainment content and brand awareness variables.

The results of the data analysis indicate that the relationship between entertainment content and brand awareness is positive and significant. This is evidenced by the results of the simple regression test, which showed a regression coefficient (B) value of 0.668 with a constant of 13.781, indicating a positive relationship between the two variables. The hypothesis test (t-test) yielded a significance value of 0.000 (<0.05) and a calculated t-value of 10.200 (>1.984), leading to the acceptance of the alternative hypothesis (H_1). The coefficient of determination (R^2) value of 0.515 indicates that entertainment content explains 51.5% of the variation in brand awareness. These findings demonstrate that entertainment content can effectively help a brand increase consumer brand awareness.

Keywords: Entertainment content, brand awareness, TikTok, Tenue de Attire, digital marketing