

ABSTRACT

The rapid development of social media has encouraged companies to utilize platforms such as TikTok as a means of product promotion and brand equity building. TikTok, which has the highest user growth in Indonesia, offers great potential through its creative and interactive short video content format, giving businesses the opportunity to effectively expand their market reach. Wellborn Company, as one of the local fashion brands from Bandung, uses TikTok as a marketing medium. However, compared to its competitors, Wellborn Company's TikTok content performance is still not optimal, indicated by the low level of engagement and the number of video views generated.

This study aims to analyze the influence of social media marketing on Wellborn Company's brand equity on TikTok, which includes two main dimensions: brand awareness and brand image. The five dimensions of social media marketing that are the focus of this study are entertainment, customization, interaction, electronic word of mouth (EWOM), and trendiness. This research tries to identify the simultaneous and partial effects of these five dimensions on brand equity.

The research uses a quantitative approach with survey methods and multiple linear regression analysis. Primary data was obtained through distributing questionnaires to Wellborn Company consumers who actively use TikTok. Sample selection was carried out using purposive sampling method to ensure the relevance of respondents to the research objectives. Validity and reliability testing was applied to ensure the accuracy and consistency of the research instruments used.

The results showed that simultaneously, social media marketing has a significant influence on Wellborn Company's brand equity, brand awareness, and brand image on TikTok. Partially, several dimensions in social media marketing such as entertainment, interaction, customization, EWOM and trendiness have a significant influence on brand equity, brand awareness and brand image, but the trendiness dimension shows no significant effect partially on brand image.

This research is expected to make a theoretical contribution to the development of studies on digital marketing, especially on social media platforms such as TikTok. Practically, the results of this study can be used as evaluation material and strategic considerations for Wellborn Company to increase the effectiveness of their content and build stronger relationships with audiences. The researcher suggests that the company focus more on creating content that is relevant to trends, interactive, and entertaining in order to strengthen brand equity, brand awareness, and brand image as well as its competitiveness in the digital fashion market, especially on TikTok.

Keywords: TikTok, social media marketing, brand equity, brand awareness, and brand image