

ABSTRACT

Indonesia is the country with the largest number of TikTok users in the world, reaching 157.6 million users in 2024. Therefore, TikTok has become the dominant social media platform in digital marketing strategies due its interactive short video format and adaptive algorithm. This study aims to analyze the use of social media as a marketing promotion tool on the TikTok account @worldoftavi, owned by the brand Tavi, by applying the Marketing Mix 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) framework, which is integrated across three stages of content production: pre-production, production, and post-production. The author conducted observation and documentation of Tavi's TikTok content from January to March 2025. The design of this work shows that all 7P elements have been implemented, such highlighting product advantages, pricing offers, e-commerce distribution, trend-based promotions, two-way interactions, seamless shopping process, and physical evidence through the brand's distinctive visual identity. However, challenges remain in maintaining a consistent Editorial Plan and increasing engagement. This research recommends optimizing content strategies based on thematic pillars and strengthening personal interaction with the audience. The findings are expected to serve as practical guidelines for local brands and theoretical contributions to the application of the Marketing Mix 7P in social media contexts.

Keywords: TikTok, Marketing Mix 7P, Digital Marketing, Content Production, Local Brand.