

ABSTRAK

PENGARUH PEMASARAN MEDIA SOSIAL TIKTOK TERHADAP KESADARAN MEREK SKINTIFIC (Studi Pada Gen Z Pengguna TikTok Usia 19-23 Tahun di Bandar Lampung)

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Skintific merupakan merek produk perawatan kulit wajah yang berasal dari China yang didistribusikan ke Indonesia, kemudian melakukan promosi aktif melalui media sosial TikTok. Kemunculan merek Skintific ini sempat menimbulkan kontroversi para pengguna TikTok. Banyak orang yang mengira Skintific merupakan produk lokal. Selain itu juga, sempat muncul seruan boikot oleh pengguna TikTok terhadap merek Skintific karena dikabarkan bahwa merek tersebut belum tersertifikasi halal. Isu boikot tersebut berhasil menarik perhatian banyak pengguna TikTok. Namun disamping adanya seruan boikot tersebut justru Skintific berhasil meraih kepopuleran bahkan mendapatkan pangsa pasar terbesar di TikTok. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh pemasaran media sosial TikTok yang dilakukan oleh Skintific terhadap kesadaran merek dengan menggunakan pendekatan kuantitatif dan metode survey. Populasi pada penelitian ini adalah Gen Z pengguna TikTok usia 19-23 Tahun di Bandar Lampung dengan sampel sebanyak 96 orang. Penelitian ini menggunakan *theory planned behavior* (TPB) yang menjelaskan mengenai faktor dapat yang mempengaruhi perilaku suatu individu. Berdasarkan analisis regresi linear sederhana diperoleh nilai konstanta (a) = 4,873 dan koefisien regresi (b) = 0,646. Selanjutnya untuk uji T diperoleh bahwa $t_{hitung} = 16,843 > t_{tabel} = 1,985$, dengan pengertian bahwa H_0 ditolak dan H_1 diterima. Kemudian dilakukan juga uji koefisien determinasi dengan hasil bahwa pemasaran media sosial TikTok terhadap kesadaran merek Skintific memiliki pengaruh sebesar 75,1%.

Kata kunci: Pemasaran Media Sosial, Kesadaran Merek, TikTok, *Theory Planned Behavior*

ABSTRACT

THE INFLUENCE OF TIKTOK SOCIAL MEDIA MARKETING ON SKINTIFIC BRAND AWARENESS (Study on Gen Z TikTok Users Aged 19-23 in Bandar Lampung)

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Skintific is a Chinese skincare brand distributed in Indonesia, which actively promotes itself through the social media platform TikTok. The emergence of the Skintific brand has sparked controversy among TikTok users. Many people thought Skintific was a local product. Additionally, there were calls for a boycott of the Skintific brand by TikTok users because it was reported that the brand was not halal certified. The boycott issue successfully attracted the attention of many TikTok users. However, despite the boycott calls, Skintific became popular among the public and even gained the largest market share on TikTok. This study aims to determine the extent of the influence of Skintific's TikTok social media marketing on brand awareness using a quantitative approach and survey method. The population in this study was Gen Z TikTok users aged 19-23 years in Bandar Lampung with a sample of 96 people. This study used the theory of planned behaviour (TPB), which explains the factors that can influence an individual's behaviour. Based on simple linear regression analysis, the value of constant (a) = 4.873 and the regression coefficient (b) = 0.646 were obtained. Furthermore, for the T test, it was obtained that $t_{count} = 16.843 > t_{table} = 1.985$, with the understanding that H_0 is rejected and H_1 is accepted. Then a determination coefficient test was also carried out with the result that TikTok social media marketing on Skintific brand awareness had an influence of 75.1%.

Keywords: Social Media Marketing, Brand Awareness, TikTok, *Theory Planned Behavior*