

## ABSTRACT

### **MAYIUM SOCIAL MEDIA MARKETING STRATEGIES BUILDING BRAND AWARENESS THROUGH TIKTOK (On Period June 2023 – May 2024)**

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*Mayium is a brand that operates in the feminine care sector. Mayium's beginnings developed through the social media TikTok. With the existence of TikTok, Mayium sees an opportunity on the TikTok platform to build brand awareness so that Mayium as a new brand gets more attention from TikTok users. During the 2 years running on TikTok, Mayium has experienced a growth in brand awareness on TikTok. This research aims to determine Mayium's marketing strategy carried out through TikTok social media. This research uses 3 stages of Integrated Marketing Communications, namely the Planning Stage, Implementation Stage and Evaluation Stage. This research uses a descriptive method through a qualitative approach in collecting data. The data collection process was carried out through in-depth interviews with workers involved in Mayium's marketing strategy activities. The results of this research found that Mayium has 3 stages of marketing strategy that have been carried out to build brand awareness on TikTok. In the three stages of Mayium's marketing strategy, designing messages and approaches to the audience through feminine education content that is relevant to women's problems, Mayium carries out a Live Talkshow campaign called #TanyaDokterBarengMayium which is carried out every month by inviting experts to provide education about problems and treatments, womanhood. In building sales brand awareness, Mayium carries out TikTok campaigns every month such as the Payday Sale and Double Date Sale Campaigns. From the results of research into Mayium's TikTok social media marketing strategy in building Brand Awareness, it can be seen that in terms of the results, Mayium's Return On Ads Spend has not reached the expected target. This is because Mayium's TikTok account was shadowbanned and experienced difficulties in improving the TikTok Engagement algorithm, these factors influenced Mayium in building Brand Awareness on TikTok.*

**Keywords: TikTok, Social Media Marketing, Integrated Marketing Communication, Brand Awareness, IMC tools.**

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