ABSTRACT

Nabila Marsha Andini 14819566

THE INFLUENCE OF MEDIA AND ELECTRONIC WORD OF MOUTH (E-WOM) EXPOSURE ON TIKTOK @THEORIGINOTE ON BRAND IMAGE

Keywords: Media Exposure, e-WOM, Tiktok, Brand Image

(xiii + 78 + Attachment)

The development of social media makes it easier for people to get information. Tiktok is a social media that is widely used in Indonesia, even survey results state that tiktok users in Indonesia reach 70.8%. As a communication medium, TikTok has the potential to communicate a product or brand to a wide audience. The Originote is a company that uses the TikTok application as a medium to spread information messages related to its products to a wide audience. The content of the message in the content provided by The Originote is a form of media exposure, apart from media exposure, the testimonial content provided by customers also plays an important role in convincing potential customers of the Originote brand to build the desired brand image. Therefore, this research was conducted with the aim of finding out whether there is an influence of media exposure and e-WOM on TikTok @theoriginote on brand image. The aim of this research is to find out whether there is an influence of media exposure and electronic word of mouth (e-WOM) on tiktok @theoriginote on Brand Image. The research method used in this research uses quantitative methods. The number of samples in this study was based on the results of calculations using the Slovin formula which were obtained as many as 400 respondents. The data collection technique is by distributing questionnaires using Google Form. The theory used in this research is the S-I-P (Social Information Processing) theory. The research results show that there is a positive and significant influence on media exposure and electronic word of mouth on TikTok @theoriginote on brand image.

Bibliography (1985-2022)