

## ABSTRACT

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*The effect of using social media marketing on the tiktok account @Maharajasp8 on the purchase interest of the product finally found you on Followers*

*Keywords: social media marketing, TikTok, purchase interest, digital marketing*

*(x + 58 + Attachment)*

*The development of social media as a business tool has become increasingly modern in today's advanced era. This has enabled entrepreneurs to expand their businesses through social media. Entrepreneurs can offer or display their products on social media, making it easier for them to sell or promote their products. Uses and Effects Theory is an approach to the study of mass communication that focuses on the relationship between audience use of media and the resulting impact or effect. This theory combines traditional theories of media effects with uses and gratification theory. This theory explains how individuals select and use media to meet specific needs and goals, and how this media use ultimately impacts or effects, both positive and negative, on those individuals. Because of that, this study aims to determine the effect of using social media marketing through the TikTok account @maharajasp8 on the purchase interest of the product Finally Found You on followers. This study uses a quantitative approach with a survey method and simple linear regression analysis. Data were obtained by distributing questionnaires to followers of the TikTok account @maharajasp8. The results of the analysis show that the variable of social media use has a significant effect on purchase interest, with a regression coefficient value of 0.735 and a significance level (Sig.) Of 0.000 ( $p < 0.05$ ). The partial determination coefficient value (Beta) of 0.736 indicates that the use of social media has a strong influence on increasing purchase interest. Thus, it can be concluded that the social media marketing strategy through TikTok is significantly able to influence product purchasing decisions by followers of the account.*

*Bibliography ( 2009 - 2023 )*