

## **ABTRACT**

*Agist Ikhfia Gina, 10821038. **MARKETING COMMUNICATION OF THE TIKTOK ACCOUNT @ikankoimurah IN BUILDING BRAND AWARENESS***

*Keywords: Marketing Communication, 7C Framework, Brand Awarness, Tiktok @ikankoimurah\_*

*(xii+121+appendix)*

*This study aims to determine how the marketing communication carried out by the TikTok account @ikankoimurah builds brand awareness. This study uses a qualitative approach with the 7C Framework (context, content, community, customization, communication, connection, commerce) as the basis for analysis. The research paradigm used is constructivism, with data collection techniques through observation, in-depth interviews with the owner and manager of the TikTok account @ikankoimurah, as well as documentation and literature study. The results of the study indicate that the use of TikTok as a promotional medium is carried out through the management of creative content in the form of videos about koi fish, educational content on care, and product offers that are packaged attractively according to the context of the audience. The marketing communication strategy also utilizes community engagement, two-way interaction, and connections built through comments, live streaming, and quick responses to the audience. Additionally, TikTok features such as captions, hashtags, popular music, and collaborations with other users are used to strengthen engagement. The application of the 7C principle has proven to contribute to increasing brand awareness, building emotional closeness, and expanding product promotion reach. Thus, the marketing communication strategy of the TikTok account @ikankoimurah can be considered effective in building brand awareness through an interactive digital approach.*

*Bibliography (2015 – 2025)*