

ABSTRACT

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STUDY ON THE USE OF TIKTOK AS A PRODUCT PROMOTION TOOL: THE CASE OF BANANA BRAGA THROUGH A @ONNAKF ACCOUNT

Keywords: Utilization of Social Media, Product Promotion, TikTok

(xi +43 +Appendix)

This research is entitled " Study On The Use Of Tiktok As A Product Promotion Tool: The Case Of Banana Braga Through A @Onnakf Account" This study aims to analyze the use of TikTok social media platform as a promotional tool for the Banana Braga brand, focusing on @onnakf accounts. TikTok has become one of the increasingly popular platforms in digital marketing, offering a variety of creative and interactive features that allow brands to reach a wide audience. In this study, analyzing using the AISAS model how Banana Braga's promotional content is produced and distributed through @onnakf accounts, as well as how interactions between brands and TikTok users contribute to promotional success. Through analysis of content performance and user interaction, researchers evaluate the effectiveness of the promotion strategies implemented and identify opportunities to improve the results. The results of this study provide valuable insights for products in optimizing the use of TikTok as part of their marketing strategy.