

ABSTRACT

Technological developments and new innovations in business practices cause competition for each company to be increasingly fierce. The company faces many challenges in running its business, such as human resource problems, operations, and marketing. Marketing problems are a focus that companies must pay attention to, especially in the digital. Entrepreneur must have a special internet-based marketing strategy by utilizing social media platforms. Based on these phenomena and problems, this is the basis for conducting this research.

This study aims to analyse and develop a conceptual model of marketing strategy using the TikTok application as a promotional medium to improve business performance. The data was obtained from the source that became the object of research, namely Urexpected.id. This study uses a qualitative research method with the type of Case Study (Case Study). The type of case study used is Case Study Research because the research is carried out on certain objects in the real-life context of the Urexpected.id business.

The results of this study indicate that promotional activities using the TikTok Application have a positive impact on Urexpected.id. It was also found that promotional content through TikTok had a positive and significant impact on purchase intention, then the last marketing strategy through TikTok had a positive and significant impact on business performance. This research is expected to be useful in developing the marketing strategy of the Urexpected.id company and can become a valuable literature for the benefit of academics.

Keywords: Purchase Intention, Brand Image, Brand Awareness, Social Media Marketing, TikTok Marketing. Online Marketing.