

ABSTRACT

This study aims to examine the impact of social media Instagram, TikTok, and Twitter on the merchandise business as a promotional medium. Funcher Things was only created on December 29, 2022, therefore there are still many problems experienced such as brand awareness and revenue problems. Social media marketing is used by Funcher Things to each social media to find out the impact especially on these problems and also overall business performance.

This research was conducted with a qualitative research method and a case study approach. The type of case study used is Case Study Research, because the research is conducted on a particular object in the context of real life in the Funcher Things business. This research also uses data triangulation to validate the data used to make it more reliable.

According to this study, Instagram, TikTok, and Twitter promotional activities have a positive impact on Funcher Things. The use of Instagram, TikTok, and Twitter to promote Funcher Things is indicated to increase brand awareness. As a social media platform, Twitter is the best for increasing brand awareness. The study also found that Instagram, TikTok, and Twitter content influenced itively, as evidenced by the positive conversion rate. The marketing strategy through Instagram, TikTok, and Twitter also contributed to the positive conversion rate. As demonstrated by the sales of Funcher Things products, it has had a positive and significant impact on business performance. It is hoped that this research will be useful in developing the Funcher Things company marketing strategy and can become valuable literature for academic purposes.

Keywords: *Social Media Marketing, Brand awareness, consumer purchasing decisions, Instagram, TikTok, Twitter*