

## ABSTRACT

*This research was conducted with the aim to analyzing the business development of the Korean food brand Gimbablicius by utilizing social media platforms Twitter (X), Instagram, and TikTok as marketing tools. The study focuses on Gimbablicius, a business based in Tembalang, Semarang, Central Jawa. It explores the use of advertising features on these three platforms to assess their effectiveness in increasing sales and expanding market reach.*

*The research uses a qualitative descriptive approach in the form of a case study, with data collected through literature review, observation, and documentation.*

*The results indicate that the integrated use of Twitter (X), Instagram, and TikTok significantly contributes to the increase in sales and overall business growth of Gimbablicius. The implementation of paid promotional strategies successfully enhances visibility, expands market reach, and strengthens brand awareness, TikTok proved to be the most effective platform, contributing the highest sales and attracting the largest number of new customers due to its viral and engaging content, especially among younger audiences, Instagram supports the enchancement of product visual branding and consistent promotion, while Twitter (X) plays a key role in building rapid interactions and engagement with consumers.*

*Keywords: Korean food, social media, marketing strategy, paid advertising, Twitter (X), Instagram, TikTok.*

