ABSTRAK

PENGARUH *CONTENT MARKETING*, *INFLUENCER MARKETING*, DAN *ELECTRONIC WORD OF MOUTH* (E-WOM) TERHADAP *BRAND AWARENESS* PADA *BRAND FASHION* LOKAL RUCAS

(Survei Pada Pengguna TikTok di Yogyakarta)

DIAS ARIF MUNANDAR
NIM.141220370

Mahasiswa Program Studi Manajemen

Fakutas Ekonomi dan Bisnis UPN "Veteran" Yogyakarta

Penelitian ini bertujuan untuk mengkaji dan menganalisis pengaruh *content marketing*, *influencer marketing*, serta *electronic word of mouth* (*e-WOM*) terhadap *brand awareness* pada *brand fashion* lokal RUCAS. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada responden. Populasi penelitian adalah pengguna TikTok yang pernah menonton konten RUCAS dan mengetahui *brand* RUCAS. Sampel penelitian berjumlah 130 responden yang dipilih menggunakan teknik *purposive sampling*. Data yang digunakan merupakan data primer, sedangkan analisis data dilakukan dengan menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa secara bersama-sama *content marketing*, *influencer marketing*, dan *electronic word of mouth* (*e-WOM*) berpengaruh positif dan signifikan terhadap *brand awareness* pada *brand* fesyen lokal RUCAS. Secara parsial, *content marketing* berpengaruh positif dan signifikan terhadap *brand awareness*. Selain itu, *influencer marketing* juga berpengaruh positif dan signifikan terhadap *brand awareness*. Variabel *electronic word of mouth* (*e-WOM*) turut menunjukkan pengaruh positif dan signifikan terhadap *brand awareness*. Temuan ini menunjukkan bahwa ketiga variabel tersebut berperan penting dalam meningkatkan *brand awareness* konsumen terhadap *brand* fesyen lokal RUCAS melalui platform TikTok.

Kata Kunci: *Content Marketing*, *Influencer Marketing*, *Electronic Word of Mouth* (e-wom), dan *Brand Awareness.*

ABSTRACT

THE INFLUENCE OF CONTENT MARKETING, INFLUENCER MARKETING, AND ELECTRONIC WORD OF MOUTH (E-WOM) ON BRAND AWARENESS OF THE LOCAL FASHION BRAND RUCAS

(A Survey of TikTok Users in Yogyakarta)

DIAS ARIF MUNANDAR
NIM.141220370

Management Study Program

Faculty of Economics and Business

UPN "Veteran" Yogyakarta

This study aims to examine and analyze the influence of *content marketing*, *influencer marketing*, and *electronic word of mouth* (*e-WOM*) on *brand awareness* of the local fashion brand RUCAS. This study employed a quantitative approach using a survey method by distributing questionnaires to respondents. The research population consisted of TikTok users who had watched RUCAS content and were familiar with the RUCAS brand. A total of 130 respondents were selected using the *purposive sampling* technique. The study utilized primary data, which were analyzed using multiple linear regression analysis. The results indicate that, simultaneously, *content marketing*, *influencer marketing*, and *electronic word of mouth* (*e-WOM*) have a positive and significant effect on *brand awareness* of the local fashion brand RUCAS. Partially, *content marketing* has a positive and significant effect on *brand awareness*. In addition, *influencer marketing* also has a positive and significant effect on *brand awareness*. The *electronic word of mouth* (*e-WOM*) variable likewise has a positive and significant effect on *brand awareness*. These findings indicate that all three variables play an important role in increasing consumers' *brand awareness* of the local fashion brand RUCAS through the TikTok platform.

Keywords: Content Marketing, Influencer Marketing, Electronic Word of Mouth (e-WOM), Brand Awareness.