

ABSTRACT

This research is entitled "YONZ SUSPENSION MARKETING COMMUNICATION STRATEGY THROUGH SOCIAL MEDIA" (Qualitative Descriptive Study of Marketing Through the Tiktok Platform in Attracting Costomers).

This research aims to find out how the marketing communication strategy is carried out by Yonz Suspension through Tiktok social media. In this research, researchers used the Strategy R.A.C.E theory. to know how to plan and manage digital marketing strategies effectively.

The research method used in this research is descriptive qualitative, where data collection techniques use literature study, observation, interviews and documentation. The number of informants in this research was 10 (ten) people consisting of 1 (one) expert informant, 6 (six) supporting informants, 2 (two) core informants, and 1 (one) academic informant.

The research results show that Yonz Suspension applies three content concepts, namely education in the form of tutorials and knowledge about comfortable driving; entertainment in the form of funny incidents during the workshop; and kinship in the form of providing free breakfast and snack services to provide awareness to potential consumers and TikTok social media users. As well as consistency in creating content and maintaining service quality so that customers feel satisfied and become loyal customers.

Keywords: Marketing Communication Strategy, Digital Marketing, Social Media, Tiktok, Awareness