

## ABSTRACT

Originating from Bandung, West Java, Pride Chicken Bandung is a culinary franchise specializing in crispy chicken with a distinctive chili oil flavor. Established in 2020 through a partnership-based business model, the company has expanded to more than 400 outlets. In its marketing activities, Pride Chicken utilizes TikTok as its primary promotional platform. However, the intense competition within the digital culinary industry presents challenges in developing an effective content marketing strategy. Initial observations indicate that the implemented content strategy is still not fully well-structured.

This study aims to describe the general profile of Pride Chicken Bandung, analyze its TikTok content marketing strategy using the AIDA (Attention, Interest, Desire, Action) + Repurchase + Advocate approach, and identify the supporting and inhibiting factors in its implementation. The research applies a qualitative method with a case study approach. Data collection was conducted through observations and interviews, while data analysis involved data reduction, data presentation, and conclusion drawing.

Based on the research findings, Pride Chicken has successfully implemented an effective TikTok content marketing strategy through the stages of AIDA (Attention, Interest, Desire, Action) + Repurchase + Advocate. The success of this strategy is reflected in the achievement of 278.7 thousand followers and 34.9 million likes on the @pridechicken\_id account.

Suggestions for Pride Chicken Bandung are to start developing a more structured and well-documented content strategy guideline (content plan). It is also recommended to improve Repurchase and Advocate by increasing creative and interactive promotional programs, such as loyalty programs, giveaways, or user-generated content campaigns.

**Keywords: Marketing, Content Marketing, AIDA, Repurchase, Advocate**