

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis persepsi konsumen terhadap strategi pemasaran Kedas Beauty melalui akun TikTok @creatorkedasbeauty. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara terhadap informan yang merupakan konsumen aktif di TikTok. Pertanyaan disusun berdasarkan teori persepsi iklan online oleh Ducoffe (1995) yang mencakup dimensi *entertainment*, *informativeness*, *credibility*, dan *irritation*, serta dihubungkan dengan model AISAS (*Attention*, *Interest*, *Search*, *Action*, *Share*). Hasil penelitian menunjukkan bahwa konsumen merespons positif konten yang bersifat menghibur, informatif, dan dikemas secara naratif, meskipun terdapat beberapa elemen yang dianggap mengganggu seperti durasi yang terlalu panjang dan drama berlebihan. Namun, strategi promosi yang digunakan tetap dianggap relevan dan menarik perhatian audiens. Kredibilitas kreator menjadi faktor penting dalam memengaruhi kepercayaan dan keputusan pembelian. Secara keseluruhan, pendekatan pemasaran digital yang kreatif dan tidak memaksa mampu membentuk persepsi positif serta mendorong tindakan konsumen sesuai dengan tahapan AISAS.

Kata kunci: Persepsi konsumen, komunikasi pemasaran, dan Tiktok.

## **ABSTRACT**

*This study aims to analyze consumer perceptions of Kedas Beauty's marketing strategy through the TikTok account @creatorkedasbeauty. This research uses a qualitative approach with data collection techniques through interviews with informants who are active consumers on TikTok. Questions were compiled based on the theory of online advertising perception by Ducoffe (1995) which includes the dimensions of entertainment, informativeness, credibility, and irritation, and is linked to the AISAS model (Attention, Interest, Search, Action, Share). The results show that consumers respond positively to entertaining, informative, and narrative content, although there are some elements that are considered annoying such as too long duration and excessive drama. However, the promotional strategies used are still considered relevant and attract the attention of the audience. Creator credibility is an important factor in influencing trust and purchase decisions. Overall, the creative and non-coercive digital marketing approach was able to shape positive perceptions and drive consumer action in accordance with the AISAS stages.*

*Keywords: Consumer perception, marketing communication, and Tiktok.*