

## **ABSTRACT**

The researcher's aim is to analyze and describe how the AISAS Model works in the Skintific product promotion process. This researcher used a descriptive qualitative approach involving four relevant sources in this study to find the researcher's data using observation, interviews and review of documents. This study found that the five elements of implementing the AISAS Model (Attention, Interest, Search, Action, Share) do not always move straight through these five stages. In the research results, it can be seen that the findings resulting from the application are S-A-I-A-S (Search, Attention, Interest, Action, Share). In the Search element, Skintific consumers carry out a product search, after finding the product the consumer looks at the results of the reviews, thus giving rise to Attention behavior towards the review, and interested Interest wants to try the Skintific product too. Furthermore, at the Action level, Skintific consumers immediately make decisions to purchase Skintific products, and Share Skintific consumers share reviews after using Skintific products. The application of S-A-I-A-S (Search, Attention, Interest, Action, Share) is being carried out more by consumers and it provides a great and excellent opportunity for successful promotion of skintific products on TikTok social media. This research also found obstacles in promoting products on the TikTok @skintific.id account, such as referring to factors that can hinder or reduce the effectiveness of promotional messages. Delivery of the message content in promotional content itself that is less interesting or technical can make it difficult for the audience to understand and remember information about the product, making it difficult for the audience to understand the information, which can affect the reach and visibility of the content.

**Keywords: AISAS Model, Skintific, TikTok.**