

ABSTRACT

Social media has a large and increasing number of users, so it is used as a marketing tool by various companies, and one of them is the music industry. One of the social media platforms used to market music is TikTok. The music content on TikTok can help singers introduce music to the users and even boost the popularity of the music. Therefore, TikTok is often utilized as a medium for music exploration for many of its users. However, not all users are interested in streaming the music they find on TikTok.

This study uses quantitative research methods involving 153 respondents selected by purposive sampling with the criteria of active TikTok users, within the age of 16 – 30, and have listened to or discovered new music through TikTok. Then, the data obtained was analyzed using AMOS software.

The results of this study indicate that social media marketing has a positive and significant effect on brand awareness and customer engagement. However, social media marketing has a negative and insignificant effect on intention to stream. Furthermore, customer engagement has a positive and significant effect on intention to stream. Therefore, customer engagement also has a mediating role in the relationship between social media marketing and intention to stream. On the other hand, brand awareness does not have a significant effect on intention to stream thus brand awareness does not have a mediating role in the relationship between social media marketing and intention to stream.

Keywords: *Social Media Marketing, Brand Awareness, Customer Engagement, Intention to Stream, Music, TikTok.*

