

**Content Marketing Terhadap Brand Awareness Produk Kecantikan
Mad for Makeup Edisi Mean Girls (Studi Kuantitatif Deskriptif Pada *Followers* TikTok
@madformakeup.co)**

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ABSTRAK

Perkembangan industri kosmetik yang semakin kompetitif di Indonesia mendorong brand untuk memanfaatkan media sosial, khususnya TikTok, sebagai sarana *Content Marketing* dalam meningkatkan *Brand Awareness*. Penelitian ini bertujuan untuk mendeskripsikan bagaimana konten pemasaran bertema "Mean Girls" digunakan oleh Mad for Makeup dalam membangun kesadaran merek pada konsumen usia 18–25 tahun. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan metode survei. Data diperoleh melalui kuesioner yang disebarakan kepada 100 responden yang merupakan pengikut akun TikTok @madformakeup.co dan telah terpapar konten "Mean Girls". Variabel *Content Marketing* diukur melalui lima dimensi, yaitu *Reader Cognition*, *Sharing Motivation*, *Persuasion*, *Decision Making*, dan *Factors*, sedangkan *Brand Awareness* diukur melalui empat tingkat, yaitu *Unaware of Brand*, *Brand Recognition*, *Brand Recall*, dan *Top of Mind*. Analisis data dilakukan menggunakan statistik deskriptif dan tabulasi silang untuk menggambarkan pola hubungan antara karakteristik responden, paparan konten, dan tingkat *Brand Awareness*. Hasil penelitian menunjukkan bahwa konten bertema "Mean Girls" mampu membangun tingkat pengenalan dan ingatan merek Mad for Makeup di kalangan konsumen usia 18–25 tahun melalui pendekatan visual, emosional, dan budaya populer yang relevan.

Kata kunci: *Brand Awareness*, *Content Marketing*, Mad for Makeup, TikTok

***Content Marketing and Brand Awareness of the Beauty Brand Mad for Makeup: A
Descriptive Quantitative Study of the Mean Girls Campaign on TikTok***

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ABSTRACT

The increasingly competitive cosmetics industry in Indonesia has encouraged brands to utilize social media, particularly TikTok, as a Content Marketing platform to build Brand Awareness. This study aims to describe how Mean Girls-themed Content Marketing is employed by Mad for Makeup in shaping Brand Awareness among consumers aged 18–25 years. This research adopts a descriptive quantitative approach using a survey method. Data were collected through questionnaires distributed to 100 respondents who are followers of the TikTok account @madformakeup.co and have been exposed to the Mean Girls content. The Content Marketing variable was measured using five dimensions: reader cognition, sharing motivation, persuasion, decision making, and factors, while Brand Awareness was measured across four levels: unaware of brand, brand recognition, brand recall, and top of mind. Data analysis was conducted using descriptive statistics and cross-tabulation to illustrate patterns between respondent characteristics, content exposure, and levels of Brand Awareness. The findings indicate that Mean Girls-themed content contributes to the development of brand recognition and brand recall of Mad for Makeup among consumers aged 18–25 through relevant visual, emotional, and popular culture-based approaches.

Keywords: Brand Awareness, Content Marketing, Mad for Makeup, TikTok