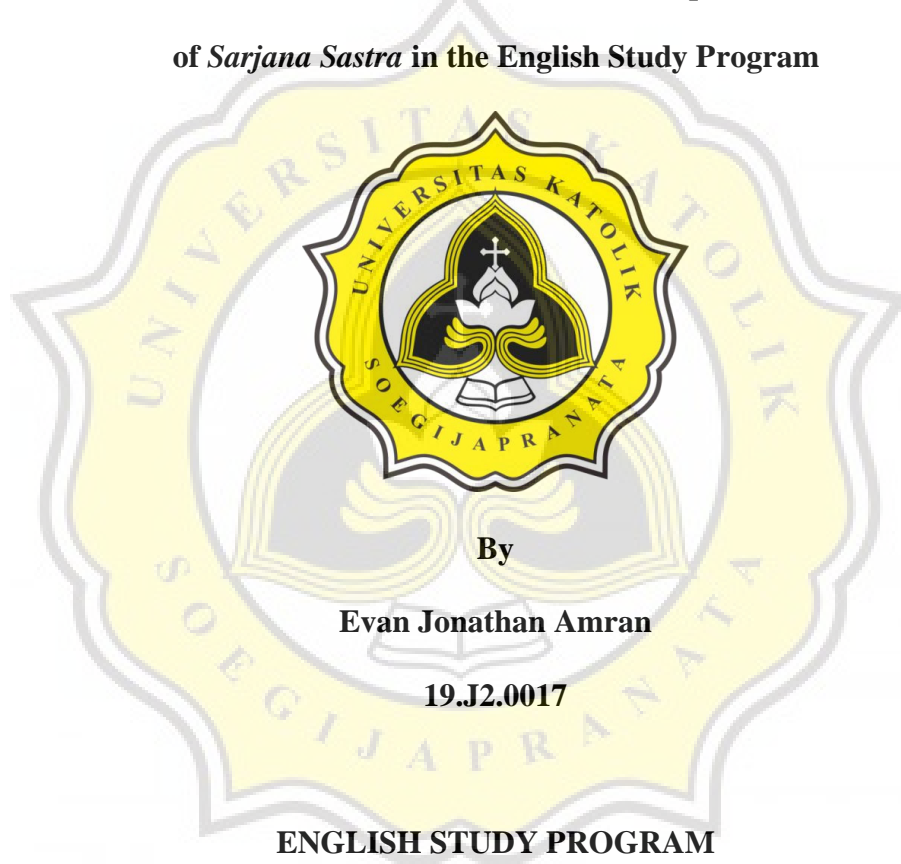


**THE INFLUENCE OF CUSTOMERS' PERCEPTION
OF THE CONTENT OF SWEET DREAM *TIKTOK*
ON THEIR BUYING DECISIONS**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the Degree
of *Sarjana Sastra* in the English Study Program**



By

Evan Jonathan Amran

19.J2.0017

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

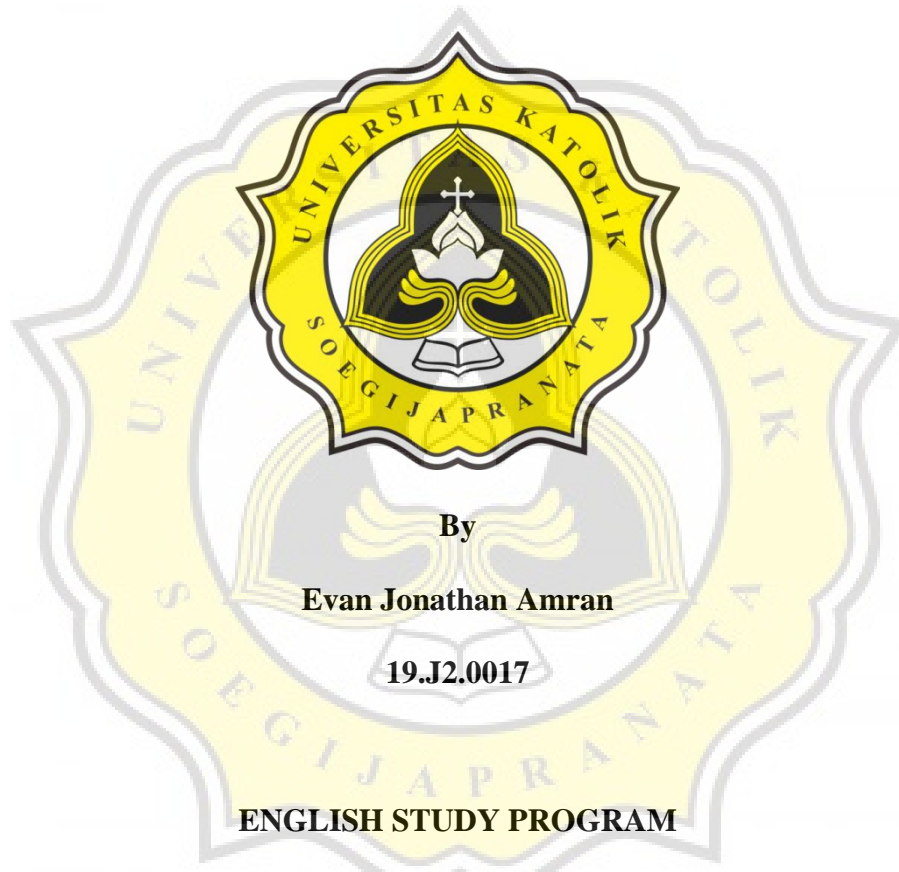
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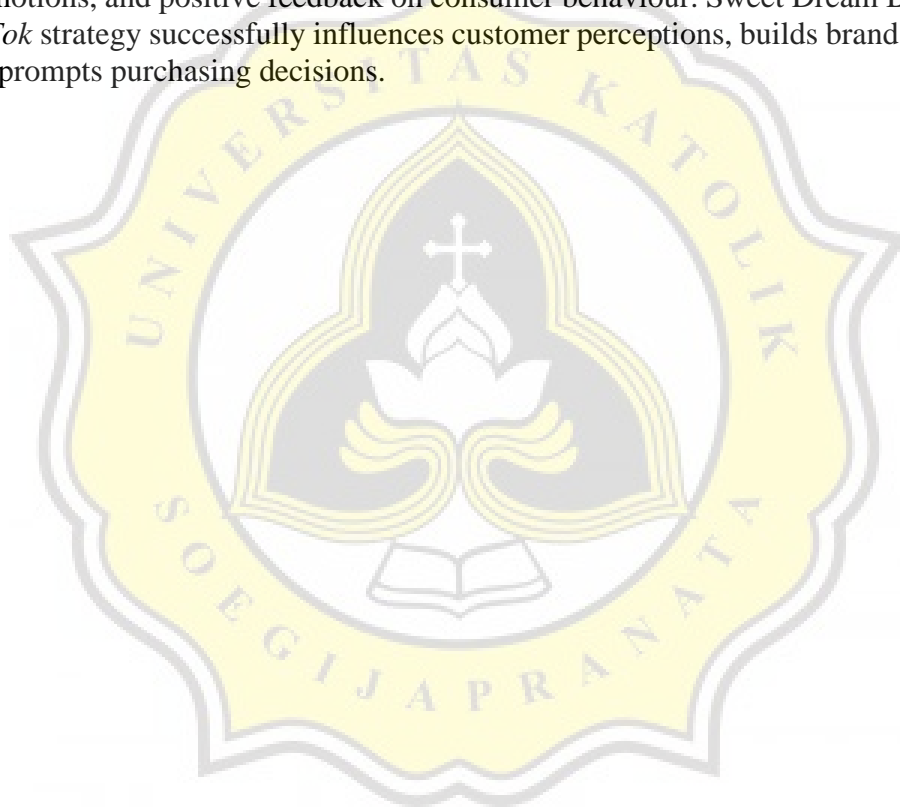
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ABSTRACT

This paper examines the effectiveness of *TikTok* as a marketing tool in shaping customer perceptions and enhancing brand awareness for Sweet Dream Baby Shop, an Indonesian baby equipment business. The study uses qualitative methods to explore customer experiences and responses to *TikTok* content. Results indicate positive perceptions, with respondents praising the creative and visually appealing presentations, music integration, and informative explanations. Key influencers include exclusive promotions, positive testimonials, and high-quality product representation. The findings align with established theories on the impact of visual content, effective promotions, and positive feedback on consumer behaviour. Sweet Dream Baby Shop's *TikTok* strategy successfully influences customer perceptions, builds brand awareness, and prompts purchasing decisions.



ABSTRAK

Tulisan ini mengkaji efektivitas *TikTok* sebagai alat pemasaran dalam membentuk persepsi pelanggan dan meningkatkan kesadaran merek Sweet Dream Baby Shop, sebuah bisnis perlengkapan bayi Indonesia. Dengan menggunakan metode kualitatif, penelitian ini mengeksplorasi pengalaman dan tanggapan pelanggan terhadap konten *TikTok*. Hasilnya menunjukkan persepsi positif, dengan responden memuji presentasi yang kreatif dan menarik secara visual, integrasi musik, dan penjelasan yang informatif. Influencer utama mencakup promosi eksklusif, testimoni positif, dan representasi produk berkualitas tinggi. Temuan ini sejalan dengan teori yang sudah ada tentang dampak konten visual, promosi yang efektif, dan umpan balik positif terhadap perilaku konsumen. Strategi *TikTok* Sweet Dream Baby Shop terbukti berhasil memengaruhi persepsi pelanggan, membangun kesadaran merek, dan mendorong keputusan pembelian.

