

The Utilization of Social Media in Enhancing Brand Awareness and Customer Satisfaction: A Qualitative Study at Warung Rakyat Bondowoso
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ABSTRACT

The rapid development of social media has encouraged businesses to utilize it as a marketing strategy to increase brand awareness and customer satisfaction. The purpose of this study is to determine how Warung Rakyat utilizes social media to increase brand awareness and shape customer satisfaction. This study uses a qualitative approach with a case study method. Data collection techniques include interviews, observation, and documentation. Data were analyzed through data reduction, data presentation, and conclusion drawing using triangulation as a test of data validity. The results show that the use of social media, particularly TikTok, can increase customer brand awareness, characterized by the ability to recognize and remember Warung Rakyat, and form expectations before visiting, which impacts satisfaction when the experience obtained matches the content displayed.

Keywords: *social media, brand awareness, customer satisfaction*