

ABSTRAK

Putra Arif Rahmanda. 220531100100. Program Studi Ilmu Komunikasi. Peran Influencer TikTok @hytussss dalam Meningkatkan Awareness Masyarakat terhadap Event Mbledos Organizer di Bangkalan.

Perkembangan media sosial mendorong berbagai industri, salah satunya event organizer. Mbledos Organizer menjadikan influencer TikTok @hytussss sebagai opinion leader dalam menyampaikan informasi kepada masyarakat melalui konten digital. Penelitian ini bertujuan menganalisis peran influencer TikTok @hytussss dalam meningkatkan awareness masyarakat terhadap event Mbledos Organizer di Bangkalan. Penelitian ini menggunakan Teori Komunikasi Dua Tahap (*Two Step Flow of Communication*) yang menjelaskan bahwa penyebaran pesan dari media tidak berlangsung secara langsung kepada khalayak, melainkan melalui opinion leader yang menginterpretasikan pesan.

Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan studi kasus untuk menganalisis peran influencer TikTok @hytussss dalam meningkatkan awareness masyarakat terhadap event Mbledos Organizer di Bangkalan. Data penelitian diperoleh melalui wawancara mendalam, observasi, dan dokumentasi yang melibatkan influencer, pihak Mbledos Organizer, pengunjung event, serta tenant yang terlibat. Analisis data dilakukan menggunakan model Miles dan Huberman melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji dengan teknik triangulasi sumber.

Hasil penelitian menunjukkan bahwa influencer TikTok @hytussss memiliki peran dalam meningkatkan awareness masyarakat terhadap event Mbledos Organizer melalui konten yang komunikatif, visual menarik, serta interaksi aktif dengan audiens. Strategi kolaborasi ini menunjukkan bahwa komunikasi digital berbasis media sosial dapat menjadi sarana efektif dalam memperluas jangkauan promosi serta meningkatkan partisipasi masyarakat terhadap event lokal. Mbledos Organizer disarankan untuk terus mengoptimalkan kolaborasi dengan influencer lokal melalui penyusunan konten promosi yang kreatif, konsisten, agar awareness masyarakat terhadap event dapat terus meningkat.

Kata kunci: Influencer Marketing, TikTok, Awareness Masyarakat, Event Organizer, *Two Step Flow Communication*.

ABSTRACT

Putra Arif Rahmanda. 220531100100. Communication Science Study Program. The Role of TikTok Influencer @hytussss in Increasing Public Awareness of Mbledos Organizer Events in Bangkalan.

The rapid development of social media has encouraged various industries, including event organizers, to utilize influencers as part of their digital marketing communication strategies. Mbledos Organizer collaborates with TikTok influencer @hytussss as an opinion leader to deliver event information to the public through digital content. This study aims to analyze the role of TikTok influencer @hytussss in increasing public awareness of Mbledos Organizer events in Bangkalan. The study employs the Two-Step Flow of Communication Theory, which explains that media messages do not reach the audience directly but are first interpreted and conveyed by opinion leaders.

This research uses a qualitative descriptive method with a case study approach to examine the role of TikTok influencer @hytussss in increasing public awareness of Mbledos Organizer events in Bangkalan. Data were collected through in-depth interviews, observations, and documentation involving the influencer, Mbledos Organizer management, event visitors, and participating tenants. Data were analyzed using the Miles and Huberman model, which consists of data reduction, data display, and conclusion drawing, while data validity was ensured through source triangulation.

The findings indicate that TikTok influencer @hytussss plays an important role in increasing public awareness of Mbledos Organizer events through communicative content, attractive visual presentations, and active interaction with the audience. This collaborative strategy demonstrates that social media-based digital communication can effectively expand promotional reach and increase public participation in local events. Therefore, Mbledos Organizer is encouraged to optimize its collaboration with local influencers by developing creative and consistent promotional content to further enhance public awareness of its events.

Keywords: *Influencer Marketing, TikTok, Public Awareness, Event Organizer, Two Step Flow Communication*