

ABSTRAK

Penelitian ini menganalisis komunikasi pemasaran terpadu UMKM Kafani dalam membangun *brand awareness* melalui media sosial TikTok. Fokus utama kajian ini adalah penerapan konsep *Integrated Marketing Communication* (IMC) pada produk kain kafan yang secara tradisional memiliki stigma mistis dan tabu di masyarakat. Penelitian ini menggunakan pendekatan kualitatif deskriptif untuk mengeksplorasi fenomena pemasaran digital secara mendalam. Teknik pengumpulan data meliputi wawancara mendalam dengan pemilik UMKM Kafani, observasi konten TikTok, serta studi dokumentasi analitik platform. Hasil penelitian menunjukkan bahwa UMKM Kafani mengintegrasikan elemen-elemen IMC yang meliputi *advertising*, *direct marketing*, *public relations*, *personal selling*, dan *digital marketing* dalam satu kesatuan pesan yang kohesif. Konsistensi pesan merek terbangun melalui keselarasan narasi edukasi kematian, konten *live streaming* yang interaktif, serta identitas visual yang menarik bagi audiens. Strategi tersebut berhasil mereposisi citra kain kafan dari hal yang menakutkan menjadi bagian dari persiapan ibadah dan wasiat. TikTok berperan sebagai saluran utama dalam membentuk *brand awareness* hingga mencapai tahap *top of mind* melalui viralitas organik. Meskipun demikian, penelitian ini mencatat tantangan berupa stagnasi kreativitas dan keterbatasan sumber daya manusia setelah fase viralitas awal. Secara keseluruhan, integrasi pesan yang berlandaskan nilai dakwah transformatif terbukti efektif meningkatkan keterlibatan audiens dan pertumbuhan penjualan secara signifikan.

Kata Kunci: *Integrated Marketing Communication* (IMC), TikTok, *Brand Awareness*, UMKM Kafani, Kain Kafan.

ABSTRACT

This study analyzes the integrated marketing communication of Kafani MSMEs in building brand awareness through the social media platform TikTok. The main focus of this research is the application of the Integrated Marketing Communication (IMC) concept to shroud cloth products, which traditionally carry mystical and taboo stigma within society. This research employs a descriptive qualitative approach to explore the phenomenon of digital marketing in depth. Data collection techniques include in-depth interviews with the owner of Kafani MSMEs, observation of TikTok content, and documentation studies based on the platform's analytics. The results of the study indicate that Kafani MSMEs integrate several IMC elements, including advertising, direct marketing, public relations, personal selling, and digital marketing, into a cohesive and unified message. Brand message consistency is established through the alignment of educational narratives about death, interactive live-streaming content, and a visual identity that appeals to the audience. This strategy successfully repositions the image of shroud cloth from something frightening into an element of religious preparation and testament. TikTok serves as the primary channel in shaping brand awareness, reaching the top-of-mind stage through organic virality. However, the study also identifies challenges in the form of stagnation in creativity and limitations in human resources after the initial phase of virality. Overall, the integration of messages grounded in transformative da'wah values has proven effective in increasing audience engagement and significantly boosting sales growth.

Keywords: *Integrated Marketing Communication* (IMC), TikTok, *Brand Awareness*, Kafani MSMEs, Shroud Cloth.