



UNIVERSITAS MUHAMMADIYAH SIDOARJO  
FAKULTAS BISNIS, HUKUM, DAN ILMU SOSIAL  
PROGRAM STUDI : • MAGISTER MANAJEMEN (S2) • MANAJEMEN (S1) • AKUNTANSI (S1)  
• ADMINISTRASI PUBLIK (S1) • ILMU KOMUNIKASI (S1) • HUKUM (S1)

### BERITA ACARA UJIAN SKRIPSI

Tanggal : Selasa, 04 Maret 2025

Jam : 08:00

Tempat : GKB 3, LAB PROPERTI, L.2

Telah dilaksanakan ujian Skripsi

Judul : DIGITAL BRANDING MAFIA PENTOL MELALUI TIKTOK

Nama : MUHAMMAD ALLAN FIRDAUS

Nim : 212022000018

Prodi : ILMU KOMUNIKASI

Bidang : KOMUNIKASI LINTAS BUDAYA

Dengan Hasil :

Disetujui

Jangka Waktu Perbaikan 7 hari

Perbaikan / penyempurnaan yang harus dilakukan adalah : (kalau diperlukan dapat ditulis dilembar terpisah)

No	Nama Dosen	Jabatan
1	Ferry Adhi Dharma, S.I.Kom., M.I.Kom	Ketua Penguji
2	Nur Magfirah Aesthetika, S.Sos. M.Med.Kom	Penguji 1
3	Sufyanto, S.Ag. M.Si., Dr	Penguji 2

Sidoarjo, 10 Februari 2025

Mengetahui,  
Kaprosdi

Ketua Sidang



Nur Magfirah Aesthetika, S.Sos. M.Med.Kom



Ferry Adhi Dharma, S.I.Kom., M.I.Kom



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**LEMBAR BIMBINGAN SKRIPSI**

Nim : 212022000018

Nama : MUHAMMAD ALLAN FIRDAUS

Prodi : ILMU KOMUNIKASI

No	Tanggal	Logbook	Jenis Revisi	Gaya Penulisan	Naskah	Catatan
1	Jum'at, 22 Maret 2024	Bimbingan bab Pendahuluan				sesuai catatan bimbingan offline
2	Selasa, 26 Maret 2024	Bimbingan Pendahuluan & Medpen				sesuai catatan bimbingan offline
3	Kamis, 04 April 2024	Bimbingan hasil penelitian				ok, bisa dilanjutkan sesuai hasil bimbingan offline
4	Minggu, 07 April 2024	Bimbingan Final				menunggu reviewer ya mas
5	Kamis, 11 April 2024	Bimbingan Penulisan Daftar Pustaka				ok
6	Selasa, 11 Juni 2024	Bimbingan hasil				Acc
7	Rabu, 12 Juni 2024	Bimbingan pembahasan				Acc
8	Jum'at, 14 Juni 2024	Bimbingan kesimpulan				Acc
9	Sabtu, 15 Juni 2024	Bimbingan abstrak				Acc
10	Selasa, 18 Juni 2024	Bimbingan keseluruhan artikel				Acc

Sidoarjo, 09 Februari 2025

Mengetahui,

Dosen Pembimbing



Ferry Adhi Dharma, S.I.Kom., M.I.Kom

**\* Lembar bimbingan ini telah diperiksa dan divalidasi oleh Dosen Pembimbing dan dapat digunakan sebagai bukti yang sah**

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Articles

## Digital Branding of Mafia Pentol Through Tiktok

**(1) Muhammad Allan Firdaus**Universitas Muhammadiyah Sidoarjo  
Indonesia**(2) \* Ferry Adhi Dharma** Universitas Muhammadiyah Sidoarjo  
Indonesia

(\*) Corresponding Author

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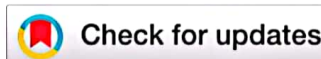
### ABSTRACT

This research aims to explore Mafia Pentol's digital branding strategy comprehensively to increase brand awareness and brand loyalty. By using a qualitative research method that focuses on TikTok social media. The subjects in this study consisted of six people consisting of the owner, the marketing team, the creator team, and TikTok Mafia Pentol followers, while the object of this research is TikTok Mafia Pentol @teammafiapentol.sub. This research was analyzed using the concepts of digital branding and marketing communication. The results of this study state that Mafia Pentol has successfully built a strategy using the TikTok platform to increase brand awareness and brand loyalty. Mafia Pentol conducts market research to understand the competition and identify the right branding strategy. By analyzing the content and trends that are developing on TikTok, Mafia Pentol succeeds in creating content that is interesting and relevant to their audience. Through various digital branding strategies such as maximizing the use of social media, using quality marketing content, and inviting creators to collaborate, they have succeeded in increasing brand awareness of the Mafia Pentol brand. In addition, Mafia Pentol also maintains customer loyalty by actively interacting through social media or directly so that it creates an emotional bond, making this brand widely recommended by consumers to their closest people.



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