

ABSTRACT

Content marketing is a strategy from marketing in strategically managing, producing, and distributing content in order to attract the attention of consumers according to the target in order to encourage them to become customers. Content fuels the main digital marketing channels used to interact with audiences. The reason the object of this research arises is because of a phenomenon that makes a lot of noise on social media regarding the cancellation of the release of Compass Shoes which makes the queue not conducive. The purpose of this study was to find out the effect of a content marketing on consumer attitudes in purchasing Compass shoes products. The sampling technique in this study used purposive sampling with a total of 100 samples, the research method in this study is a quantitative research method with a causal associative approach and simple linear regression data analysis.. Content marketing as an independent variable in this study is explained by indicators of Reader Cognition, Sharing Motivation, Persuasion, Decision Making, and Factors. Then to measure consumer attitudes as the dependent variable assessed through three indicators namely Cognitive, Affective and Conative. The results of this study indicate that there is a significant influence between content marketing on consumer attitudes. This is evidenced by testing the hypothesis using the t test. Because $t_{count} (19,002) > t_{table} (1,660)$, then H_0 is rejected. This means that there is an influence of content marketing on consumer attitudes and content marketing has an influence of 78.4% on consumer attitudes.

Keywords: *Content Marketing, Consumer Attitude, Compass*