ABSTRACT

The technological situation has developed rapidly and is increasingly sophisticated, which is marked by the presence of various technologies that are equipped with various features that are very up-to-date. This is in line with internet users experiencing a penetration of 73.7%, which is equivalent to 204.7 million users of the total population in Indonesia. This phenomenon is utilized by Telkom University, which has been labeled as the number one private university in Indonesia as an opportunity to promote achievements and majors owned, such as creating marketing content on social media TikTok, where these efforts are made to maintain and improve relationships with customers. The purpose of this research is to determine whether there is an effect and the extent of the effect of content marketing TikTok @smbtelkom on customer engagement. This research used a quantitative method with the number of samples determined non-probability sampling techniques, specifically purposive sampling, resulting in 382 respondents from the population of Telkom University freshman in the 2022 batch. The data analysis techniques used are descriptive analysis and simple linear regression analysis. The results of the research using T-test showed that the $t_{value} > t_{table}$ or 26.664 > 1.966, which means that the independent variable (X) has a significant and positive effect on the dependent variable (Y). Then, through the coefficient of determination obtained 65.2% is the effect that Content Marketing TikTok @smbtelkom gave on Customer Engagement, while the remaining 34.8% is influenced by other unexamined factors.
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***Keywords**: Content Marketing, Customer Engagement, TikTok*