

## ***ABSTRACT***

*The development of the digital era has made the marketing industry no longer just a “customer-haunt” but also fulfills consumer curiosity through transparent and valuable content. This has caused Avoskin to adapt its marketing strategy to technological developments and consumer interests. Avoskin utilizes TikTok to conduct content marketing as an effective digital marketing strategy for creating customer engagement. This study aims to determine the effect of Avoskin's TikTok content marketing (X) on customer engagement (Y). The method used in this research is a descriptive quantitative method. Data was collected by distributing questionnaires online using Google form media to 400 respondents. The respondents taken were Avoskin's TikTok followers and had purchased at least one Avoskin product. The results of hypothesis testing show that the content marketing variable has a significant positive effect on customer engagement as evidenced where the value of  $t_{count} > t_{table}$  is  $54.130 > 1.966$  which means  $H_0$  is rejected and  $H_1$  is accepted. And based on the results of testing the coefficient of determination, Content Marketing has an effect of 88% on customer engagement. While the other 12% is influenced by other variables.*

**Keywords:** *marketing, content marketing, customer engagement, Avoskin, TikTok*