

## **ABSTRACT**

*Korean Dramas are very popular in Indonesia, from the storyline, characters, soundtrack, and culture, to becoming popular shows in various countries. According to Databoks in August 2022, a digital survey by Telkomsel showed that Disney+ Hotstar was the most used streaming service in Indonesia. Disney+ Hotstar is a streaming service that utilizes TikTok as a tool for social media marketing activities (Yadav and Rahman, 2018). One of the accounts that markets through TikTok is Alex Simanjuntak, a content creator, owner of the TikTok account @boboholokal, which focuses on Korean dramas. This study aims to examine the extent of the influence of social media marketing on the TikTok account @boboholokal, with 2 million followers as of January 8, 2024, on the brand engagement (Hollebeek, 2014) of Disney+ Hotstar. The research method used is descriptive quantitative with non-probability sampling techniques to 400 respondents. The research results indicate that variable X, which is social media marketing, has a significant positive impact on variable Y, which is brand engagement. The social media marketing variable on the TikTok account @boboholokal has a 54.5% influence on the brand engagement of Disney+ Hotstar, while the remaining 45.5% is due to factors not examined in this study.*

**Keywords:** *Brand Engagement, Disney+ Hotstar, Korean Drama, Social Media Marketing, TikTok.*