

ABSTRACT

The development of Society 5.0 was a concept of a human centered society that emphasized the use of intelligent technology to improve quality of life, including in the field of digital economy. This study was motivated by the rising trend of digital marketing and public participation in affiliate programs, which encouraged the creation of attention grabbing content to stimulate user interaction. This study examined the influence of four content appeal dimensions informative, emotional, visual, and originality on audience engagement within the context of affiliate marketing on TikTok in Indonesia. The study was motivated by the growing trend of public participation in affiliate programs, which encouraged the creation of content that attracts attention and stimulates user interaction. This research employed a quantitative method, with data collected through questionnaires distributed to 400 respondents. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that not all content appeal dimensions had a significant influence on engagement indicators such as likes, comments, and shares. Informative appeal was the most dominant factor influencing all forms of engagement (likes, comments, shares, and saves), while emotional, visual, and originality appeals showed varying degrees of influence. These findings provided important insights for developing more in depth and effective digital content strategies to drive audience engagement, particularly in the practice of affiliate marketing on digital platforms like TikTok.

Keywords: TikTok Affiliate, Digital Content, Engagement, Social Commerce, Social Media