

ABSTRACT

This study aims to evaluate the extent to which emotional appeals in Rucas' TikTok content influence audience engagement behavior. Using a quantitative approach and content analysis method, this study examines 91 videos from Rucas' official account that feature unconventional models and contain emotional elements. The independent variable in this study is emotional appeal, which is divided into two categories: positive (such as hope, happiness, concern, and pride) and negative (such as sadness, anger, guilt, and fear). Meanwhile, the dependent variable is engagement behavior, which includes passive engagement (views) and active engagement (likes, comments, and shares). The results show that emotional appeals have a significant influence on engagement behavior, while strengthening the applicability of the Elaboration Likelihood Model (ELM)-specifically through peripheral pathways-in understanding how emotional messages can trigger audience engagement without requiring in-depth information analysis.

Keywords: *Emotional appeal, engagement behavior, Elaboration Likelihood Model (ELM), emotional content*