

## **ABSTRACT**

*Currently, Tokopedia is still continuing to develop various content marketing strategies and is trying to increase the variety and quality of content presented to customers, with the aim of encouraging customer engagement. Tokopedia needs to spend a huge amount of money by collaborating with k-pop groups, namely BTS and Blackpink, which needs to be questioned as to how effective it will be in encouraging consumer interest.*

*The aim of this research is to analyze the influence of content marketing on customer engagement (case study of Tokopedia customers in the city of Bandung). The theory used is content marketing and customer engagement.*

*This research method is quantitative research, causal explanatory research is used to determine the cause-and-effect relationship between content marketing and customer engagement. The population in this research is the people of Bandung city. The sample chosen was the people of Bandung city who use Tokopedia e-commerce, using purposive sampling. The analysis technique used is simple linear regression.*

*It was found that BTS and Blackpink's content marketing on Tokopedia was in the neutral/moderate range, and Tokopedia's customer engagement was in the neutral/moderate range. To test the hypothesis, hypothesis H0 is rejected and H1 is accepted, which means that K-pop celebrity content marketing has an influence on Tokopedia customer engagement in the city of Bandung.*

*It is recommended that Tokopedia increase the variety and quality of content to attract attention and maintain customer engagement.*

*Keywords: E-commerce Content marketing, Customer engagement, Tokopedia.*