

ABSTRAK

Penelitian kuantitatif ini bertujuan menganalisis pengaruh *content marketing*, *influencer marketing*, dan *social media engagement* di platform TikTok terhadap *brand awareness* produk RUCAS pada Generasi Z. Sampel dipilih menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*, menghasilkan 96 responden berdasarkan perhitungan rumus Lemeshow. Data dikumpulkan melalui penyebaran kuesioner skala Likert dan dianalisis menggunakan metode regresi linier berganda memanfaatkan perangkat lunak SPSS.

Hasil penelitian secara parsial menunjukkan bahwa variabel *content marketing* berpengaruh positif dan signifikan terhadap *brand awareness*. Variabel *social media engagement* juga berpengaruh positif dan signifikan, serta menjadi variabel yang memiliki pengaruh paling dominan terhadap *brand awareness*. Sebaliknya, variabel *influencer marketing* ditemukan tidak berpengaruh signifikan terhadap *brand awareness*. Secara simultan (bersama-sama), ketiga variabel independen tersebut berpengaruh signifikan terhadap *brand awareness*. Nilai koefisien determinasi (R) menunjukkan bahwa kontribusi *content marketing*, *influencer marketing*, dan *social media engagement* dalam menjelaskan variasi variabel *brand awareness* adalah sebesar 90,8%, sedangkan 9,2% sisanya dijelaskan oleh variabel lain di luar model penelitian ini.

Kata Kunci : *Content Marketing, Influencer Marketing, Social Media Engagement, Brand Awareness, RUCAS, Generasi Z.*

ABSTRACT

This quantitative study aims to analyze the effects of content marketing, influencer marketing, and social media engagement on the TikTok platform on the brand awareness of RUCAS products among Generation Z. The sample was selected using a non-probability sampling method with an purposive sampling technique, yielding 96 respondents determined by the Lemeshow formula. Data were collected via Likert-scale questionnaires and analyzed using multiple linear regression utilizing SPSS software.

The results partially indicated that content marketing had a positive and significant effect on brand awareness. Social media engagement also exerted a positive and significant effect, emerging as the most dominant factor influencing brand awareness. Conversely, influencer marketing was found to have no significant effect on brand awareness. Simultaneously, all three independent variables significantly affected brand awareness. Furthermore, the coefficient of determination (R) showed that content marketing, influencer marketing, and social media engagement contributed 90.8% to explaining the variance in brand awareness, while the remaining 9.2% was explained by other variables not examined in this study model.

Keywords : Content Marketing, Influencer Marketing, Social Media Engagement, Brand Awareness, RUCAS, Generation Z.