

UNDERGRADUATE THESIS

**THE INFLUENCE OF CONTENT MARKETING AND
INFLUENCER MARKETING ON SOCIAL MEDIA
ENGAGEMENT: A STUDY OF TIKTOK USERS INTERACTING
WITH TOKOPEDIA'S ACCOUNT**



Submitted in Partial Fulfillment of the Requirements
for the Degree of Bachelor of Management

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LEGALIZATION SHEET

**THE EFFECT OF CONTENT MARKETING AND INFLUENCER
MARKETING ON SOCIAL MEDIA ENGAGEMENT: A STUDY OF TIKTOK
USERS INTERACTING WITH TOKOPEDIA'S ACCOUNT**

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STATEMENT OF ORIGINALITY

With full sincerity, I, the undersigned, hereby declare with full responsibility that this thesis is entirely the result of my own work and original thinking. All sources of information, references, and assistance obtained from other parties have been properly and accurately cited in accordance with academic standards. This thesis has never been submitted or published, either in whole or in part, for any other academic or non-academic purpose by any party. Should this declaration be proven to be inaccurate or untrue in the future, I am fully prepared to accept any legal and academic consequences arising from this misrepresentation.

Banjarmasin, January 11rd2026

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PREFACE

All praise and gratitude are due to Allah Subhanahu wa ta'ala for His abundant mercy and grace, by which the author was able to complete this undergraduate thesis. This thesis, entitled “The Effect of Content Marketing and Influencer Marketing on Social Media Engagement: A Study of TikTok Users Interacting with Tokopedia’s Official Account,” was prepared as one of the requirements for obtaining a Bachelor’s degree in Management at the Faculty of Economics and Business, Lambung Mangkurat University, Banjarmasin.

The author realizes that the process of completing this thesis was not free from various challenges and obstacles. However, with the support, guidance, and direction from many parties, this thesis was successfully completed. Numerous individuals contributed through ideas, time, effort, and material support, all of which were invaluable in overcoming the difficulties encountered during the research and writing process. Therefore, with sincere humility, the author would like to express the deepest appreciation and gratitude to:

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The author acknowledges that this thesis is still subject to limitations, considering the constraints in knowledge and capability. Therefore, with openness and humility, the author welcomes constructive criticism and suggestions from all parties for future improvement. It is sincerely hoped that this academic work may provide benefits and serve as a useful reference for readers.

Banjarmasin, 12 November 2025

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ABSTRACT

Adam Masyhuri (2025). The Effect of Content Marketing and Influencer Marketing on Social Media Engagement: A Study of TikTok Users Interacting with Tokopedia's Official Account.

Supervisor: Dr. Raden Roro Yulianti Prihatiningrum

This study aims to analyze the effect of Content Marketing on Social Media Engagement, examine the effect of Influencer Marketing on Social Media Engagement, and investigate the simultaneous effect of Content Marketing and Influencer Marketing on Social Media Engagement among TikTok users who interact with Tokopedia's official account.

This study employed a quantitative research approach, using Content Marketing, Influencer Marketing, and Social Media Engagement as the main variables. A total of 161 respondents participated in this study through an online questionnaire distributed using a purposive sampling technique. The data were analyzed using multiple linear regression analysis, and data processing was conducted with the assistance of the Statistical Package for the Social Sciences (SPSS) version 30.

The results indicate that Content Marketing has a positive and significant effect on Social Media Engagement among TikTok users who interact with Tokopedia's official account. Influencer Marketing also has a positive and significant effect on Social Media Engagement. Furthermore, Content Marketing and Influencer Marketing simultaneously have a positive and significant effect on Social Media Engagement among TikTok users who interact with Tokopedia's official account.

Keywords: Content Marketing, Influencer Marketing, Social Media Engagement, TikTok, Tokopedia.

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