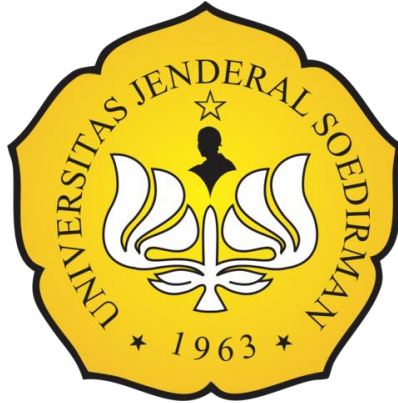


**THE EFFECT OF SOCIAL MEDIA AND VIDEO CONTENT
MARKETING ON CUSTOMER ENGGAGEMENT OF FORMULA 1 IN
INDONESIA MODERATING BY GENDER**



By:

Helmi Andrian

NIM: C1H019005

**MINISTRY OF EDUCATION, CULTURE, REASEARCH, AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
DEPARTMENT OF INTERNATIONAL MANAGEMENT
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