SUMMARY

This study aims to determine the effect of: (1) social media on customer engagement of formula 1, (2) Video Content Marketing on Customer Engagement of Formula 1 (3) Social Media to Customer Engagement moderated by Gender, (4) Video Content Marketing on Customer Engagement moderated by Gender.

This research includes quantitative research. The population in this study are Formula 1 fans in indonesia. The sample used is purposive sampling with age criteria above 17 years, following Formula 1 social media /Community/fanspage. have watching Drive to survive and have watching Formula 1 on tv/tv/another digital platform or live. Respondents in this study were 107 Formula 1 fans in indonesia who met the criteria.

Based on the results of research and analysis carried out using the help of Spss shows that: (1) Social Media have positive effect on Customer Engagement, (2) Video Content Marketing have positive effect on Customer Engagement, (3) Social media on Customer Enggagement not moderated by gender, (4) Video Content Marketing on Customer Engagement Has not moderated by Genderin terms of sharing the content by the result of the respondent show the often share the post contain of formula 1 that's intresting to their social media this could happen because the post of official social media of formula 1 now follow up the trendiness of the social media and keep the fans entertain. the result of the test also showed that the anthusiasnt of sharing motivation which is the sharing to other people of non fans in order to join them watch and enjoy formula 1, in order to imrpove the viewer cognitionformula 1 could try by adding more episode in drive to survive and be more deep in coverage the driver and the race, in the model of the research not included how these variable compare to each other event all the variable has own effect on the customer engagement, futures studies could look into individual variable or marketing characteristics such as phsychological marketing for further understandable towards customer engagement.

Keywords: Social media, Video Content Marketing, Customer engagement, Gender