

ABSTRACT

Cretivox is one of the Indonesian content creators that was founded in 2019. Since its establishment Cretivox has experienced rapid development and has more followers than other content creators that have existed for longer than Cretivox. The purpose of this study is to find out how Cretivox's content management strategy is in terms of the purpose of content management, the planning stage (pre-production), and the production stage. This study uses a qualitative approach with a case study method on the Cretivox Youtube account to describe and explore the phenomenon of content management that occurs at Cretivox. This research was conducted with reference to concepts and theories, namely effective communication by Prijosaksono, et al (2017); Design Thinking by Pressman (2018); and Save Frameworks by Ettenson, et al (2013). The conclusion of this research is that content management at Cretivox applies design thinking in its content creation so that it can focus on the message, audience, and context. And also so that the content can provide benefits with optimal solutions.

Keywords : *content, content management, digital public relations, social media, youtube.*