

## ABSTRACT

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*PT Telkom Indonesia (Persero) Tbk (Telkom) is a State-Owned Enterprise (BUMN) which is engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. In an effort to transform into a digital telecommunication company, TelkomGroup implements a customer-oriented business strategy and company operations. This transformation will make the TelkomGroup organization more adaptable to changes in the telecommunications industry that are taking place very quickly. TelkomGroup's business activities grow in the development of technology, information and digitalization, but are still in the corridor of the telecommunications industry.*

*From now on, Telkom has divided its business into 3 Digital Business Domains:*

- 1. Digital Connectivity: Fiber to the x (FTTx), 5G, Software Defined Networking (SDN)/Network Function Virtualization (NFV)/ Satellite*
- 2. Digital Platforms: Data Center, Cloud, Internet of Things (IoT), Big Data/Artificial Intelligence (AI), Cybersecurity*
- 3. Digital Services: Enterprise, Consumer*

*Content Creator is the contribution of information to any media and especially digital media for users in a certain context, Content is something that wants to be expressed through some media such as speech, writing, or various arts for self-expression, distribution, marketing or publication. Content Creator who creates educational or entertaining content according to the wishes of the audience. Various kinds of content can be created, including photos, videos, podcasts, writings, digital art and more.*

*The results of making Content contain all information on Telkom's activities that are easier to access after uploading to social media, TikTok and Instagram. For this reason, the methodology used is a modified prototyping methodology with three stages, namely, Concept Idea, Content Creation, Review and Revision.*

**Keywords: Content Creator , Instagram , Tiktok**