

## ABSTRACT

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*Content in mass media is an important element of the principle of mass communication, namely to inform, to educate, to entertain, to influence. In presenting media content that attracts a content creator, he must have creative ideas and strategies to produce content that is of interest to his audience.*

*This aims to find out how the creative strategy of content creators in producing Instagram and TikTok content in the form of flyers and videos to form a brand image and as promotional media on PT. Inspira Television.*

*The research method used in this study is the Multimedia Development Life Cycle (MDLC) methodology which is the most appropriate method by emphasizing the 6 stages of development, namely concept, design, material collection, design making and Editing, Review and Revision, and distribution or posting. By using editing tools on PC and HP, it can be said that the activity of the content creator is a promotional medium as well as forming a brand image and increasing audience awareness for PT. Inspira Television in this digital age.*

*Keywords: Content Creator, Strategy, Creative, Brand Image, Awareness*