

ABSTRACT

Anoon Event Organizer is a company engaged in services that organize or organize wedding events. Technology is developing so rapidly in the current era of globalization that it has an impact on all humans. In the current era of globalization and digitalization, humans are very dependent on technology, one of which is social media. The problem faced by Anoon Event Organizer is the lack of active digital marketing in uploading TikTok social media marketing content due to the absence of a special admin who manages and there is competition with competitors in the Banjarnegara area. This is what underlies the research conducted, with the hope of knowing the extent to which the development of marketing content on the TikTok @anoon.eo social media account is implemented.

This study aims to develop TikTok @anoon.eo social media content at Anoon Event Organizer. The method used in this research is a qualitative method that tells and conveys natural situations and conditions (natural), the data needed is primary and secondary data with data collection techniques using triangulation which includes interviews, observation, and documentation.

The results of developing marketing content through TikTok show that at the planning stage the author goes directly to the field in taking content and creating content in accordance with predetermined content ideas. At the implementation stage the author posts marketing content on the @anoon.eo account according to a predetermined schedule. At the evaluation stage, the author evaluates the content that has been posted on the @anoon.eo TikTok account regarding the number of followers, likes, comments, and viewers.

Keywords: *Social Media, Content Marketing, TikTok*