

ABSTRACT

*The Bandung City Communication and Information Office has created a website called Bandung Smart City. The Bandung Smart City website requires content that can promote and inform about Bandung's flagship programs. Therefore, this final project aims to create social media content through the Bandung Smart City website and YouTube channel. The Design Thinking methodology is used in creating social media content. The testing results show a positive response from the community towards the published content. In the testing phase, out of **99** posters and **10** videos from the Bandung Smart City website and YouTube channel, the data shows that the website received **3,861** views, **1,041** likes, and **70** comments. On the Bandung Smart City YouTube channel, there were **580** views and **27** likes.*

Keywords: Bandung Smart City, content, social media, Design Thinking