

## **ABSTRACT**

*Rapid technological advances have significantly influenced radio's competitiveness in the modern era, with the emergence of the internet and social media reducing the dominance of traditional radio. Currently, people can have easier access to find information and news through various digital platforms, which offer the advantage of visual content, unlike radio which only relies on audio. To remain relevant and competitive in this ever-changing technological landscape, radio stations have begun to integrate social media into their broadcast, sales and advertising strategies. MNC Trijaya FM Bandung is one radio platform that has started utilizing social media marketing for advertising and promotions.*

*The aim of this research is to maximize the potential of the MNC Trijaya FM Bandung social media platform for advertising by developing marketing content and optimizing the display of marketing content, hooks and available features to attract the attention of potential advertisers.*

*The method used in this research is descriptive qualitative, using data collection techniques such as interviews, observation and data reduction. This study focuses on optimizing the MNC Trijaya FM Bandung digital platform for advertising purposes.*

*The results of implementing marketing content are based on internal company data. For example, MNC Trijaya FM Bandung's TikTok digital media platform experienced a significant increase in followers, reaching a total of 4000. In addition, there was an improvement in the quality of YouTube streaming, ensuring better visual quality, and the placement of advertising banners on YouTube streams as a benefit for advertisers at MNC Trijaya FM Bandung. Apart from that, there has been an increase in interaction with YouTube Livechat and Instagram feeds for more interesting marketing content*

*In conclusion, social media marketing, especially through optimizing content and platform features, has proven effective in increasing the advertising potential of MNC Trijaya FM Bandung. By adapting to the digital landscape and strategically utilizing various social media platforms, radio stations can remain competitive and attract advertisers in the modern age.*

**Keywords:** *Social media Marketing, Content Marketing, Advertising, Promotion*