

ABSTRACT

Content on social media is said to be successful if it gets a lot of engagement from the audience which can be seen from the number of viewers, likes and comments on the content. One of the social media with the largest number of users in Indonesia is Tiktok social media. The benchmark used by Tiktok as a sign that content created by content creators has succeeded in getting high engagement is through the homepage or FYP. The way to achieve engagement on Tiktok social media so that you can FYP is to implement certain strategies. The aim of this research is to find out the content strategy used by content creators in creating interesting content to achieve engagement on the Tiktok application. This research uses qualitative research methods with a focus on collecting data through in-depth interviews with informants who have succeeded in becoming celebrities on the Tiktok social media. Based on the research results, it is known that the first step to increase engagement with the @Garasiroboh account is to brand the message, then the second step is to create a logo, then the third step is audio editing, and finally script creation.

Keyword: Content Creator, Engagement, Tiktok, Media Sosial.