

ABSTRACT

This final project discussed about content creating and analyses the comparative impact for the growth of several social media accounts managed by PT. Osindo Bahagia Bersama across four different industries. The objective is to enhance the social media account growth by optimizing content production based on the Design Thinking approach (empathize, define, ideate, prototype, and testing), focusing on visual consistency, brand identity and characteristics, and relevance to trends. The growth is analyzed using two key indicators: account reach and engagement rate, to evaluate content effectiveness. The results show a gradual increase in ER in most accounts, but have not yet reached the ideal industry standard (5% engagement rate) consistently. Suggested improvements include to adding interactive content such as polls, quizzes, and Q&A sessions to boost the audience interaction.

Keywords: Content, Social Media, Design Thinking, Engagement