

## **ABSTRACT**

Social media is currently used by all groups with diverse needs because it has many benefits and uses of social media. The benefits of social media that can be felt in everyday life are; As social media, information media, entertainment, hobby distribution, even as online business media and promotion. The purpose of this research is to measure the development of sales based on content on the TikTok Atmosphere Beauty social media from UMKM Atmosphere Beauty in Bukit Tinggi City, West Sumatra.

The method used in this study is a qualitative method, the data needed are primary and secondary data with data collection techniques through interviews, documentation, and observation. With the research method used, the author succeeded in getting where in designing social media marketing content on the Tiktok social media account @atmosphere.beauty the content produced refers to three of the four aspects of content marketing, namely educate, inspire, and convince. Based on the research conducted, it was found that in the midst of booming sales on the TikTok Shop, this was not optimal for sales of UMK Atmosphere Beauty due to the inactivity of the social media account, TikTok, which is only active on social media Instagram, which directly includes the shopee link for the product sales platform. thus causing viewers or followers from Atmosphere Beauty to directly access the shopee, not through the yellow basket or TikTokShop.

Keywords: Sales, Social Media Content