

ABSTRACT

Innovation Day was founded in 2016 as a forum for Telkom employees to share knowledge. In the TikTok account @innovationday there is an engagement target that must be achieved every month. In September there was no significant increase in engagement. The factors behind the lack of engagement are the lack of intensity in uploading content and the absence of an editorial plan on TikTok @innovationday. Therefore, the author intends to increase engagement on TikTok Innovation Day social media by creating an editorial plan and creating trending content. The data collection method for designing TikTok social media comes from the author's observations, analysis and existing data. The theory used to discuss strategies for increasing TikTok Innovation Day social media engagement is the Circular Model of SoMe theory. Innovation Day achieved a significant increase in engagement rates on the TikTok platform of 14.5%. The content marketing strategy implemented on TikTok Innovation Day was able to create a strong attraction and stimulate a positive response from the audience. In addition, the author succeeded in reactivating interest from his audience. The enthusiastic response from the audience, which is reflected in comments and video sharing, indicates that the content produced by the author is very relevant and has succeeded in capturing the attention of the target audience.

Keywords : *Innovation Day, Engagement, The Circular Model of SoMe, TikTok Social Media*