

## **ABSTRACT**

*The advancement of telecommunications technology aided by mobile devices has become one of the driving forces behind the growth of social media in this digital era. The evolution of social media became more intricate when internet access became easier and faster. Social media plays a crucial role in transforming how people interact, share information, and build relationships. Social media users not only share stories but also have the right to actively participate in each post by providing responses such as comments, sharing, and liking the posts. The development of social media will continue, driven by technological advancements and the increasing needs of users. The utilization of Artificial Intelligence (AI) and Robotic Process Automation (RPA) serves as a solution to meet the needs of social media users.*

*The integration of AI and RPA technologies is an effort to enhance the efficiency of content creation by identifying ongoing trends. This system is referred to as Auto Generated Content (AGC). AGC can be defined as the automated content creation process without human intervention. This can be achieved with the help of AI video creation tools from Woxo.tech, which have a 9:16 aspect ratio, and UiPath RPA software that enables automated processes to be repeated, simplifying human tasks. AGC can be used for various types of media such as text, images, and videos, including blog creation.*

*In this program, AGC will automatically generate videos by identifying trending information directly to use as topics in content creation. The processing of topic information can be assisted through web scraping. The system can then automatically create content based on the obtained information. Subsequently, this content can be uploaded to desired social media platforms using UiPath as the orchestrator of the program. The social media platforms used in this program include TikTok, Instagram, Facebook, and Twitter, all undergoing the same automation process. Monitoring the uploaded content, such as observing the number of likes, comments, and views, and applying Social Media Optimization (SMO) techniques like adding hashtags, is essential.*

**Keywords:** RPA, AI, AGC, SMO, Web Scraping