**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

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