

ABSTRACT

The power and uniqueness of TikTok's audiovisuals have succeeded in providing many benefits for anyone in conveying information. Especially in the era of a lot of content that is spread in cyberspace, TikTok is able to present content that is identical to the concept of edutainment and interactive. Along with the development of the era of digital disruption, Adira Finance has also helped develop TikTok social media channels and produce content creation to communicate and share information with TikTok users. TikTok was chosen by PT. Adira Finance because it has unique and interesting audiovisual capabilities, so PT. Adira Finance can show its existence as a financial company that contributes to the automotive world. PT. TikTok digital channel. Adira Finance is currently being developed to produce video content consisting of three accounts, namely, @momotor.id (information channel about services for two-wheeled vehicle users), @momobil.id (information channel for four-wheeled vehicle users), and @moservice.id (information channel that provides information about automotive services). A qualitative method with a case study approach of Robert K Yin, through a single, exploratory, holistic research design regarding the creative production process of content creation on Adira Finance's TikTok Social Media Account. Based on the results of research and discussion through the TikTok account of PT. Adira Finance, accounts @momobil.id, @moservice.id, and @momotor.id succeeded in carrying out the creative production process of video content starting from the pre-production, production, and post-production stages in a unique, creative and informative way for the information needs of their followers. . Through a variety of interactive video content TikTok PT. Adira Finance which was presented had an effect on increasing the existence of PT. Adira Finance for TikTok users is not only a provider of financial services, but also a provider of buying and selling cars, motorcycles, and vehicle service services.

Keywords: *TikTok, video production, social media, video content, automotive*