

ABSTRACT

This internship faced challenges in developing Smart City content on DISKOMINFO Kota Bandung's social media channels, primarily due to the public's limited understanding of the concept and benefits of Smart City. To tackle this, we created informative and educational content on DISKOMINFO Kota Bandung's social media platforms, employing the Design Thinking methodology. Testing the approach using Bandung Smart City's Instagram account and website resulted in reaching 1,433 accounts, with 1,213 profile visits and an increase of 342 new followers. The content published on the Bandung Smart City website garnered 909 views, 820 likes, and 179 comments.

Keywords: *Bandung Smart City, Social Media, Content Creative, Design Thinking.*