

## ABSTRACT

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*Limitations of face-to-face activities during the COVID-19 pandemic have led many companies to shift their events online, broadcasting them on specific platforms such as YouTube and Instagram to ensure that operations continue effectively despite the restrictions. In this regard, PT Telekomunikasi Indonesia Tbk. has provided a platform for sharing knowledge through the online program called Innovation Day, which is live-streamed on the Microsite Innovation Day and also on YouTube. Since the event is conducted online, it requires a set of assets such as animations, videos, designs, and online media collectively referred to as the multimedia set called 'Transmedia.' The ultimate goal is to create interactive video productions that will be showcased on the website and YouTube channel of Innovation Day, providing valuable knowledge to both the internal Telkom Group audience and the general public through the development of transmedia content for the Innovation Day program. The total production of Innovation Day content has reached 23 videos, consisting of 19 public broadcasts and 4 internal Telkom Group broadcasts.*

*Keywords: Transmedia, content, webinar, multimedia asset*