

ABSTRACT

The development of creativity in the development of multimedia content at PT Kereta Api Indonesia (Persero) has an important role in increasing the quality and attractiveness of the multimedia content presented. Creative and innovative development of multimedia content can improve customer experience in using train services. PT KAI can develop creative multimedia content by combining various multimedia elements such as text, images, sound and video to create interesting and informative content. Besides that. Creativity in developing multimedia content at PT KAI can also help improve the company's brand image and increase PT KAI's competitiveness in the market. Therefore, PT KAI needs to continue to encourage creativity and innovation in the development of multimedia content to meet customer needs and expectations and to maintain its position as the leading rail service provider in Indonesia.

Keywords: content creative