ABSTRACT

SCTV is a television station known by all Indonesians because it has excellent programs such as soap operas, FTV, Infotainment, and special events such as SCTV Awards 2023. SCTV's social media is one of the important aspects in promoting the programs that are present at SCTV. The presence of SCTV social media creates interactions between the @sctv_ account and tiktok users which affect engagement on the account. However, the author found that there was instability in engagement in the previous months due to the lack of creativity of the SCTV social media team in managing content. Therefore, the author is given the opportunity to design a content plan for the SCTV Awards 2023 event. In designing this work, the author wants to provide insight into the selection and process of creating content in order to provide a wide range of tiktok users, especially @sctv_ followers. The theoretical foundations used to discuss the design of this work are Marketing Communication, Content, Social Media, The Circular Model of SoMe, Tiktok, and Engagement. The data collection methods that the author uses are numbers and narratives, observation, and documentation. The SCTV Awards 2023 content design produced 37 contents in the form of videos and photos. The performance of each SCTV Awards 2023 content received a good increase starting from the number of views, likes, comments, shares, saves to the addition of followers.

Keywords: SCTV Awards 2023, Social Media, Content, Tiktok