

ABSTRACT

Surya Citra Televisi is a national private television station in Indonesia which was founded on August 24 1990 in Surabaya and finally moved to Jakarta. PT INDOSIAR VISUAL MANDIRI is a television station known to all Indonesian people because it has superior programs such as soap operas, infotainment, sports and special events. Social mediaSports Indosiar is an important aspect in promoting the programs present at INDOSIAR. The presence of INDOSIAR social media creates interaction between the @indosiar_sports account and TikTok users which can influence engagement on the account. In achieving the engagement target, content is an important aspect to increase the engagement of the Tiktok @indosiar_sports account. By uploading various content to promote programs and engagement, one of the content is about the BRI Liga 1 competition. In designing this work, the author wants to provide insight into the selection and process of creating content in order to provide a wide reach to TikTok users, especially followers of @indosiar_sports. The theoretical basis used to discuss the design of this work is Communication Strategy, 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.

Keywords: BRI Liga 1, Communication Strategy, Social Media, Content, Engagement