

ABSTRACT

TikTok is currently a social media that is in great demand in Indonesia. Various things can be done on the TikTok application, starting from posting various videos, sharing videos, sending messages to each other and now you can also sell or shop. The content displayed is varied, there is only entertainment content, dancing content, singing content and even competition content. Balomba is the organizer of the first content creator competition on TikTok, their content writer communication strategy is good enough that in just 2 days they were able to gather 200 thousand followers when they first created a TikTok account, even now the effect of TikTok is that many content creators post competitions like Balomba. This research uses a qualitative approach and data collection through in-depth interviews with the Balomba content writer and 3 of its members as well as the Balomba founder, analysis of TikTok content produced by the TikTok account @balomba. The subject of this research is a racing content writer.

The research results show that Balomba content writers have an important role in promoting Balomba content on TikTok, because they are idea seekers and Balomba content strategy creators so they are in great demand and have succeeded in making the Balomba account have many fans. and his followers continue to grow and produce content that is always FYP

Keywords: Social Media, Balomba, Tiktok, Content writer, Communication Strategy