

ABSTRACT

Panasonic Corporation is a Japanese company that is a world-class producer of electronic products, specifically catering to the needs of business customers and the general industry. Instagram and TikTok are popular social media platforms with rapid user growth, and Panasonic recognizes the importance of social media in presenting significant opportunities. The methodology used to develop social media content on Instagram and TikTok at Panasonic includes social media data analysis based on engagement such as likes and comments, content strategy development, and visualization development. The content creation process involves planning and production stages. The designed content resulted in more than 20 video contents focusing on product promotion, major company events, education, and consumer interaction. With a well-planned and varied content strategy, the number of followers increased by 12 based on the created content and interactions with customers on social media. There are content results with high engagement, including 3 video contents providing tips on Panasonic products, with likes, comments, and views averaging over 3,000 viewers.

Key word : Social media, Strategy Content, Visualisation.