

ABSTRACT

The Kreema Project adopts an entrepreneurship concept with a focus on technopreneurship, integrating technology and innovation to create added value for customers. In today's digital era, the demand for visual content is on the rise, creating business opportunities in photography and videography. The Kreema Project aims to be the preferred choice for such services in Bandung, boasting an experienced team and quality service that satisfies customers. As CMO, responsible for managing the flow of Marketing in social media so that the Kreema Project Brand can be better known by the general public. Kreema Project makes Instagram and Tiktok applications as the main marketing targets because these applications are mostly filled by millennials and Gen Z. There are a total of 17,439 views and 696 likes.

Keywords: Technopreneurship, Photography, Videography