

ABSTRACT

Techno Infinity faced a challenge in formulating a content strategy that is relevant, engaging, and capable of reaching a broad audience through the TikTok platform via the @techno.infinity account. To address this challenge, a content production method was implemented, consisting of three main stages: pre-production, production, and post-production. The implementation of this strategy resulted in a significant increase in video views, user engagement, and positive responses from the audience. Over a 10-month period, a total of 100 pieces of content were published, with each receiving an average of more than 600 views. One particular video achieved the highest engagement rate of 13.8%, which falls into the high category. This figure was derived from the total number of likes, comments, shares, and saves. This achievement reflects the effectiveness of the content strategy in capturing audience attention and encouraging active user participation directly on the TikTok platform.

Keywords: Content production, social media, digital strategy, engagement rate