

## ABSTRACT

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### **SOCIAL MEDIA CONTENT MANAGEMENT ON THE FLUFFY OFFICIAL STORE TIKTOK ACCOUNT**

*A content creator is an essential part of the digital ecosystem, influencing trends and inspiring the audience they aim to reach. Their job involves creating content across various platforms according to the needs of their target audience. The intern is very interested in pursuing a professional work practice organized by the university in this field. PT Mega Sarana Fortuna is a manufacturing company in the textile and garment industry in Indonesia. Established in 2001 and located in Bandung, West Java, the company produces baby clothing under its own brand, Fluffy. The intern is responsible for managing, planning, producing, and evaluating content on social media, as well as providing engaging online marketing strategies to attract consumer attention. During a 3 month internship as a content creator, the intern was able to develop skills in content editing, script editing, and creating a structured content plan for social media.*

**Keywords:** Fluffy, Social Media, Content Creator