

## ABSTRACT

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***SOCIAL MEDIA DESIGN STRATEGY OF TOTAL POLITIK (PT TEMUKAN PERSPEKTIF INDONESIA) IN INCREASING CONTENT ENGAGEMENT***

*The intern has carried out professional work at Total Politik, a subsidiary of PT Temukan Perspektif Indonesia for 3 months. PT Temukan Perspektif Indonesia is engaged in Special Design Activities for Films, Videos, TV Programs. Total Politik itself is engaged in the Media and Advertising sector. During the professional work, the intern worked on Instagram and Tiktok reels. From Editing, the intern can apply several theories that have been learned during lectures such as layout, Cut to Cut, Subtitles, and applying Transition Effects. The intern also learned how editing can attract the attention of Instagram and Tiktok users. In addition to improving skills and knowledge, there are many other benefits that the intern gets during the professional work, such as adding relationships, learning about Instagram and Tiktok algorithms, and other things related to Video Production and Editing.*

**Keywords:** *Reels, Video Editing, Social Media*

