

ABSTRACT

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REKAPITULASI INSIGHT DATA SOSIAL MEDIA TIKTOK TVRI NASIONAL

LPP TVRI is one of Indonesia's public television stations whose role is to provide information services by broadcasting television broadcasts to all regions in Indonesia. Currently, TVRI is also concentrating on digital media to ensure that information services can be accessed by all levels of society, both at home and abroad. The new media division manages the Social Media Platform including by recapitulating insight data on the results of content that has been uploaded, one of which is on Tiktok National TVRI. Recapitulation of insight data on Tiktok TVRI National's social media is carried out every week to find out how much insight the content has generated. However, the problem that occurs is that the increase or decrease in insight results is only in the form of a percentage. Therefore, there is an innovation, namely data visualization using Microsoft Power BI tools in the form of bar charts to make it easier to read the increase and decrease in data from the results of Tiktok TVRI National's insight.

Keywords: Recapitulation, Insight, Tiktok, Power BI