ABSTRACT

The Depok City National Narcotics Agency is one of the government agencies that handles drug prevention and abuse in the city of Depok. In educating the public, the Depok City National Narcotics Agency uses social media content via YouTube and Instagram. However, according to the agency, the implementation of this content is still very unattractive to the public, so not many people watch BNN Depok City social media content. This final project aims to help the National Narcotics Agency of Depok City to create social media content that is interesting, organized and can increase the number of views and likes through the social media content that the author creates. In creating social media content, the author uses editing software such as Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Audacity and Canva. To take pictures, the author used the author's personal cellphone camera, namely the iPhone 11 Pro. And for editing the author uses the author's personal laptop, namely the ASUS ROG G531GD. The method used in this final project is the Design Thinking Method. The content created is in the form of activity documentation videos, Instagram shorts/reels video content, banners/banners for agency activities. Through digital content development efforts, the Depok City National Narcotics Agency has succeeded in increasing the number of viewers and likes significantly. as well as positive feedback from the public on the Depok City BNN social media account.

Keywords: Digital Content, Content Creator, BNN.