

## ABSTRACT

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*The development of social media, such as LinkedIn, allows users to participate, share and create content easily and in real-time. Level Up chose this platform to market its products with engaging content, build awareness, and strengthen relationships with audiences through interaction. This research identifies the causes of the low level of user interaction on Level Up's LinkedIn and how creative content strategies can increase user engagement and strengthen brand awareness.*

*This research uses the Fundamental Method with a systematic and structural approach. Applications used included Sonoma, Microsoft Office, Google Workspace, Canva, Adobe Photoshop, and Adobe Illustrator. Engagement rate analysis was conducted for the periods July 24, 2023 - January 22, 2024 and January 22, 2023 - June 13, 2024.*

*The research was conducted by Analyzing as well as Participating in Content Creation specifically in the period January 22, 2023 - June 13, 2024. The results showed that the low level of user interaction was caused by unattractive content design, inconsistent upload time, and low content relevance. To increase engagement and brand awareness, Level Up is advised to implement a creative content strategy with attractive designs, upload consistency, and high content relevance.*

*Keywords: LinkedIn, Level Up, User Engagement, Brand Awareness, and Creative Content Strategy*