

ABSTRACT

Metrodata Academy is one of the companies involved in the field of educational institutions and the development of digital talent in the field of IT. The company uses TikTok as a means of sharing information and promotions for their programs and also aims to strengthen engagement and disseminate information about IT programs provided by Metrodata Academy. However, in August – September on the TikTok account @metrodataacademy did not get a significant engagement. The design aims to build and relize engagement on Tiktok's social media @metrodataacademy by creating interesting editorial plans and content. The data collection method of this design is the result of the autho's observation, analysis and existing data. The result of the design of the work wa that the use of the "Circular Model Of SoMe" communication model on social media @metrodataacademy had a significant improvement and that it had been successful in improving engagement from the audience's response was in comments and video sharing indicating that the author had succeeded. Drew attention to the target audience of the content the author has created.

Keywords: *Metrodata Academy, Engagement, Tiktok, Social Media, The Circular Model of SoMe*