

## ABSTRACT

CV. KJB is one of the MSME companies (Micro, Small and Medium Enterprises) founded in 2016 that sells backpacks in the form of backpacks, sling bags, camera bags, which support the needs of productive young people with Brand Atva Bags. Atva Bags' target market is urban youth, educated, millennial age (15-25 years) who are active, creative and productive, but still fashionable. One company has a problem, namely the sales target in terms of sales volume and sales profit obtained by the company has not been achieved and has not met the desired target or has fluctuated (conditions or conditions that are not fixed or changing). The cause of the problem from these sales conditions is because it is difficult to improve the quality and creativity of content creators in expressing ideas or promotional concepts as outlined in the TikTok Atva Bags content due to the limited space and property content creators in producing TikTok material or content that attracts the attention of the audience.

The purpose of this study was to determine the effect of content creators on the sales volume of Brand Atva Bags on CV. KJB Bandung. The research method used is descriptive analysis method with a quantitative approach. Primary data collection techniques were carried out by non-participant observation, structured interviews and questionnaires. While secondary data collection is done with documents, books and journals. Questionnaires were distributed to 15 employees, so the sampling technique was census. The data analysis technique used in calculating the effect of content creator on the sales volume of Brand Atva Bags is by using validity test, reliability test, simple linear regression, Spearman rank correlation coefficient and coefficient of determination analysis.

Based on the results of research that has been carried out, it can be concluded that content creators show a positive influence on the sales target of Brand Atva Bags sales showing a positive influence of 82.1%. The remaining 17.9% of the sales target variable was given by other factors that were not identified from outside the study, such as: service quality, product quality, and so on.

The suggestion that researchers can give is that business owners should increase the activities of content creators in carrying out marketing strategies that are superior to before. It is hoped that by carrying out an optimal sales strategy, better sales income can be obtained. Business owners should present Atva Bags products that are not boring in terms of color or design. It is better if business owners can provide comfortable and adequate office facilities for the implementation of content creators, because by having good room facilities, in producing content they can express concept ideas and increase creativity that is more unique and interesting.

**Keywords:** Content Creator, Sales