Abstract

Content strategy is a concept in designing content so that content is not only made but has clear origins or sources of usefulness. Content strategy is a concept to help content management recommend content that suits the needs of users and content owners. Content is needed for all systems that utilize technology, the website is no exception. Utilization of websites and information systems sometimes pay less attention to content management, so the main purpose of the content is not well conveyed. This study aims to design a content strategy that will be outlined on the health clinic's publication website. This research content strategy focuses on processing clinical website content, so that the content presented is in accordance with the main objectives and in accordance with user needs. In designing content strategies, this research uses the help of information architecture concepts and Enterprise Content Management. The results of this study are the formation of content recommendations that can be outlined on the publication website. In evaluating recommendations, this study uses the Delphi method test. The Delphi panel provides an assessment based on the proposals and the results of the evaluation of the content strategy, then the recommendations are assessed by the user. After the content in this research is finished and evaluated, the content is used by the case study clinic as a publication website and resolves the problems that exist in the clinic.

Keywords: *Content Strategy, Content Management, Website*