

ABSTRACT

Yayasan Pemuda Peduli Bandung is an NGO or non-government organization that focuses on education and character development of the nation's children. Instagram @pemudapeduli.id is one of the social media that is used as digital marketing to provide various information regarding any existing or future programs. With this Instagram, it requires marketing content to be able to increase the trust of followers and other Instagram users to be interested in the Bandung Peduli Youth Foundation. The purpose of this research is to find out how to plan content marketing, implement content marketing, and evaluate content marketing. This research is qualitative in nature which describes and describes situations and conditions that are actually usually narrative and natural. Data were collected through interview methods, observations on Instagram social media of similar products and literature study of the company's internal data documentation. The results of the study explain the content marketing strategy starting from the content marketing planning stage, the implementation of content marketing to the content marketing evaluation stage that has been created for the sustainability of Instagram @pemudapeduli.id social media in providing information.

Keywords: Content marketing planning, Content marketing implementation, Content marketing evaluation