

ABSTRACT

During the Covid-19 pandemic, there were many changes in people's lives because people's activities were limited and they had to stay at home. One of those experiencing this change is business, because usually doing product promotions by word of mouth must be stopped and changed to online. This is what makes Schole Based on Fitrah use social media as the main marketing tool in promoting its products. Therefore, the author as a content creator team is tasked with developing a content marketing strategy for Sekolah Keluarga Samara program products through three social media Instagram, TikTok and YouTube Schole Fitrah. The design of this final work aims to determine the planning, implementation, and results of implementing a content marketing strategy that has been implemented in the Sekolah Keluarga Samara Program on Schole Fitrah's social media. The theoretical basis for designing this work is marketing communications, content marketing, social media, Instagram, TikTok and YouTube. The data collection method for the design of this work is descriptive qualitative with interviews, observation, and documentation. The results of designing the work in terms of planning and implementation produced 57 Instagram content, 2 Tiktok content, and 4 Youtube content, and the results obtained were an increase in terms of participants in the Sekolah Keluarga Samara Program, namely there were 44 participants and an increase in Schole Fitrah's social media insights.

Keywords: *content marketing strategy, Schole Fitrah, Sekolah Keluarga Samara*