

## **ABSTRACT**

### **CONTENT PILLAR IN PROMOTING SDGS THROUGH CREATIVE CONTENT ABOUT BEST PRACTICES BY SDGS CENTERS IN HIGER EDUCATIONS**

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*Sustainable Development Goals (SDGs) have become a global commitment to achieve by 2030. Indonesia is currently ranked 1st in Asia for its fastest achievement, which is approximately 60%. This is the responsibility of all Indonesian societies including universities. Higher Education has Tridharma obligations that must integrate SDGs. Bappenas encourages the establishment of SDGs Center Forums in all universities in Indonesia (ISCN) to support the achievement of SDGs. However, not all academicians understand the role of the SDGs Center. The SDGs Center has the potential to increase the implementation of best practices that are in line with the SDGs. This research examines an effective and attractive communication strategy to improve the brand of the SDGs Center of universities in Indonesia through creative content on social media. Instagram acts as a medium to promote the SDGs. The method used is a qualitative approach with a case study method at SDGs Center Telkom Univeristy. The data collection techniques used were interviews, observation, and documentation. The sampling technique was purposive sampling of the SDGs Center registered with Bappenas with an Instagram account that is public and active for more than one year. Interviews were conducted at Telkom University with SDGs Center staff and lecturers. Observation of Instagram content was conducted until July 2024. Preliminary results show that the implementation of a structured content strategy with diverse and visually consistent posts has increased audience engagement and awareness of SDGs at SDGs Center Telkom University. This research is expected to produce an effective, creative and sustainable communication strategy in the form of a content planner on Instagram and can be implemented for SDGs Center universities in Indonesia.*

**Keywords:** *SDGs center, creative content, Instagram, brand communication strategy, content planner.*