

ABSTRACT

The Worth to Know program, initiated by Detikcom, aims to enhance public literacy through engaging and fact-based educational content. In an increasingly competitive online media landscape, many audiences still perceive Detikcom merely as a news provider, despite the platform's efforts to develop various educational content to expand its reach and increase user engagement. Therefore, an appropriate branding strategy is required to establish Detikcom's image as a media platform that is not only fast in delivering news but also rich in educational value. The primary challenge of this program lies in effectively implementing branding strategies through educational content development to strengthen Detikcom's identity and credibility. This final project aims to design a suitable branding strategy by emphasizing creative concept development and the effectiveness of educational content in capturing audience attention. The data collection methods employed include direct observation, interviews with key stakeholders, and content analysis of materials produced in the Worth to Know program. This study applies Sicco Van Gelder's Brand Expression theory to analyze key elements of branding strategy, including brand positioning, brand identity, and brand personality. The findings indicate that educational content presented through storytelling, compelling visuals, and factual data effectively enhances audience engagement, strengthens brand awareness, and shapes a positive perception of Detikcom. Additionally, message consistency, alignment of content themes with audience preferences, and the utilization of interactive formats contribute to increasing credibility and audience retention. This study underscores the importance of integrating branding strategies into content production to establish a strong media identity. The findings of this research can serve as a reference for other media platforms in enhancing engagement and credibility through educational content.

Keywords: Branding Strategy, Educational Content, Detikcom, Brand Expression, Online Media.