

ABSTRACT

This research aims to examine and develop creative content strategies for Brand Ambassadors, with a focus on analyzing Academic Branding on Telkom University Instagram. Qualitative research methods were used, involving content analysis and in-depth interviews. The findings show that creative content based on academic values and student experiences is effective in improving the image of Telkom University. Close collaboration between Brand Ambassadors and the university's Public Relations team is key in implementing this strategy. The research results provide new insights into the key elements for a successful creative content strategy on the Instagram platform. The practical implications provide guidance for educational institutions and marketers to strengthen their presence on social media, especially Instagram. This research contributes to the marketing communications literature and deepens understanding of the strategic use of social media in building academic branding. The results are expected to be useful for practitioners, academics, and those interested in developing creative content strategies in academic contexts.

Keywords: academic branding, brand ambassador, social media, creative strategy.