

ABSTRACT

In the digital era, the dissemination of information is facilitated by the use of social media. The need for information among humans is also increasing with the advancement of technology and the development of knowledge, making the search for information a daily necessity that can be found in content on social media platforms like Instagram. @ussfeeds is an Instagram account that features interesting informational content. One of the advantages of @ussfeeds is its content that provides information about general knowledge, facts, and current cultural trends, also known as Pop Culture. The aim of this research is to investigate the Social Media Content Strategy of Just So You Know Instagram @ussfeed in Providing Pop Culture Information, which is examined through communication, collaboration, education, and entertainment aspects. The research method used by the author to analyze the creative strategies is qualitative research, specifically descriptive research, which involves interviews and documentation as data collection techniques. Based on the results of this research, it is found that: 1) The social media of communication strategy used by @ussfeed on social media involves the use of unconventional vocabulary, creating neologisms, or playing with words in a unique way to create more engaging and captivating messages in social media communication. 2) The social media of collaboration strategy of @ussfeed with relevant partners on social media can help the brand expand the reach of Just So You Know content, reach new audiences that may not have been reached before, reach a wider market segment, and expand the follower base of @ussfeed on social media. 3) The social media of education strategy of @ussfeed is achieved by balancing informative and entertaining content in pop culture news within the Just So You Know content. 4) The social media of entertainment strategy of @ussfeed involves using visually appealing elements in Just So You Know content to attract the audience's attention, such as memes, comic strips, or parody videos.

Keywords: *Creative Strategy, Social Media, , Pop Culture*