

ABSTRACT

The low literacy rate in Indonesia, especially in reading and writing, is a significant problem that requires special attention. The undeveloped literacy culture, coupled with low interest in reading amid the rapid development of technology, is a major challenge. The Zillennial Pen Community is here to increase people's interest in reading in Indonesia and develop people's writing and critical thinking skills. This research aims to explore the activities of the Zillennial Pena Community in supporting literacy and reading interest. Methods used include interviews with community founders as well as analysis of programs that have been implemented. Research results show that Pena Zillennial successfully implemented Social Media Marketing activities with a focus on interactivity, information visibility, personalization, and trendiness through the "Penzi Goes To TBM" literacy program. Research recommendations suggest that the Zillennial Pena Community further maximize the use of social media with marketing strategies that emphasize increasing user involvement and widespread dissemination of literacy information. This effort is expected to increase reading interest and literacy culture among Indonesian people, especially the younger generation..

Keywords: Literacy, Pena Zillennial, Social Media Marketing