

ABSTRACT

Familia Kreativa is a community engaged in creative extracurricular education and book publishing for children aged three to nine years. Familia Kreativa organizes various activities for children and families ranging from creative playdates, amengan, creative ideas, and other temporary activities. Familia Kreativa provides several free products, including printables, worksheets, and workbooks. While the products that are included in the commercial products include books, banners, hup, and many more. Therefore, promotional activities are carried out through social media networks that can connect many people in an era that uses technology a lot like today, while still paying attention to the identity of Familia Kreativa.