

ABSTRACT

PROMOTIONAL MEDIA DESIGN FOR ISLAMIC SCHOOL PLUS DAARUL JANNAH CIBINONG BOGOR

Farid Imami
1601202197

The emergence of Islamic schools in Indonesia encompasses various educational institutions, from madrasas to integrated Islamic schools, which demonstrate an increasing trend and play a significant role in education, especially for the Muslim community, focusing on the integration of Islamic values and modern education. Daarul Jannah Islamic School Plus (SIP) is an integrated Islamic school established in 1991 in Cibinong and offers excellent Islamic education. They now utilize promotional media such as Instagram, Facebook, TikTok, YouTube, and a website they have developed. However, they currently lack IT personnel, resulting in ineffective and irregular media creation. This has led to a decline in student enrollment and a decline in competition from other Islamic schools. This research was conducted by collecting data through literature studies, observations, interviews, and questionnaires, which were then analyzed using SWOT analysis, comparative matrix analysis, and Consumer Insight. The design of promotional media uses an emotional approach as a creative concept that creates informative and easily understood media for the target audience, who will be attracted to the existence of one of the integrated Islamic schools, Daarul Jannah Islamic School Plus. Through the design of this promotional media, Daarul Jannah Plus Islamic School is expected to be able to improve the school's promotional media system and be able to compete again with other Islamic schools so that the decline in the number of students can be overcome in this promotional media effort.

Keyword: Planning, Promotional media, Islamic School, Cibinong Bogor