

ABSTRACT

Consumer behavior changes in the current internet era highlight the importance of online marketing. With more people spending time online searching for information, shopping, and engaging on social media, modern marketing strategies become crucial in influencing consumer preferences. Firli.id is currently facing significant challenges in marketing the brand content of Sahabat Al-Quran Indonesia, a center for Quran memorization education and an Islamic media sharing platform. The productivity of Sahabat Al-Quran Indonesia is in transition from an offline to an online system, and the company is struggling to reach a wider audience amid fierce industry competition. One of the main problems is the lack of an effective digital marketing strategy. To market content online, maximizing the use of graphic design on social media to convey the right message to the audience is one important strategy. This aims to expand the online marketing reach so that more users are attracted to Sahabat Al-Quran Indonesia. Graphic design expertise is crucial to ensure that the designs created adhere to fundamental principles such as lines, color, contrast, alignment, shape, typography, layout, and duration. Research is conducted to identify design trends and audience needs. The design process starts with layout arrangement, color selection, typography, shape, lines, and contrast. Once the design is created, content is produced based on design trends and audience needs using tools like Canva and Capcut. The completed content is then posted on various social media platforms such as Instagram, TikTok, and YouTube. Research and monitoring of current trends help in creating relevant and engaging content. The final goal of this project is to create content on the social media of Friends of the Indonesian Al-Quran with the themes of history, Islamic stories, da'wah and Arabic. This content has reached 401,978 visitors, 43,253 interactions on Instagram, 635,793 viewers, 30,544 interactions on Tiktok, and 130,724 views and 9,574 interactions on YouTube. However, insight generation is unstable, which shows that digital marketing strategies must change. Content must be tailored to the demographics of the target audience to achieve consistent insights. This can happen because the audience is bored with the content presented or because the quality of the content is poor. Therefore, the content must be improved to achieve better results.

Keywords: Social Media, Graphic Design, Online Marketing, Marketing Strategy, Engagement.