

## ABSTRACT

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*In this advanced digital era, the development of the internet has transformed the way people interact. This enable companies or brands to enhance their brand awareness through more accessible social media platforms. Sahabat Al-Qur'an Indonesia, a center for Quran memorization and Arabic language courses, is well aware of this situation. Initially relying solely on offline systems, the brand has now started to utilize online systems in line with technological progress. Despite this, many social media users are still unaware of Sahabat Al-Qur'an Indonesia. This final project aims to increase the brand awareness of Sahabat Al-Qur'an Indonesia through user engagement. The methods applied include research, determining content pillars, conceptualizing, content creation, content uploading, and evaluation. The implementation of interactive content development involves analyzing effective and relevant content for the target audience, then uploading the produced content on Sahabat Al-Qur'an Indonesia's Instagram, TikTok, and YouTube platforms. The results of the test show that interactive content successfully gained high interaction and reach, especially on Instagram and TikTok. Based on these results, the interactive content created succeeded in increasing the brand awareness of Sahabat Al-Qur'an Indonesia through user engagement.*

*Keywords: Brand awareness, interactive content, social media*