

ABSTRACT

Education that upholds strong Islamic values in Bangkalan Regency plays an important role in shaping a young generation that excels in technological advancements while remaining firmly rooted in Islamic teachings and values, from elementary to high school levels. However, there is a lack of public awareness regarding educational institutions that aim not only to focus on academic aspects but also to intensively nurture the spiritual, moral, and ethical development of their students. This study aims to design effective promotional media to promote MTs. Saiful Ulum so that it becomes more well-known and attractive to the community, ultimately increasing student enrollment in the upcoming academic year. The data collection methods used in this study include observation, interviews, and questionnaires. The analysis methods consist of interview analysis, observation analysis, questionnaire analysis, comparison matrix, and SWOT analysis. The promotional media designed to support MTs. Saiful Ulum's promotion include a profile video, brochures, X-banners, Instagram stories, Instagram feeds, and merchandise such as tumblers and notebooks. The results of the promotional media design for MTs. Saiful Ulum indicate that creating effective promotional media requires an integrated marketing approach that combines various media to enhance public awareness of the school's strengths and increase the number of new students in the following year.

Keywords: profile video, promotional media, school, education, design