

ABSTRACT

In this era, branding strategies through social media are essential, especially with the advancement of technology. Sahabat Al-Qur'an Indonesia is a brand under PT. Firli.id that strives to expand its brand and engagement through Instagram. This report aims to develop an effective branding strategy for Sahabat Al-Qur'an Indonesia on Instagram by reviewing branding solutions from other brands and analyzing existing problems. The issues faced include a decline in views and slow growth in followers. The work overview utilizes the Scrum methodology. The implemented strategies include using relevant content, increasing the number of content uploads from 2 to 4 times per day, utilizing call to action (CTA) in captions, and adjusting upload times. Additionally, applications like Canva and Capcut are used for graphic and video design. The results of implementing these strategies show an increase in the number of followers and views. Based on the implemented strategies, the report demonstrates that the chosen strategies are effective in increasing the engagement of Sahabat Al-Qur'an Indonesia on Instagram, making the brand more well-known.

Keywords: branding strategy, social media, Instagram.