ABSTRACT

In an effort to increase user interaction on social media, determining content is one of the key factors that contribute to increasing that interaction. Sahabat Al-Quran Indonesia (SAHAL) is a Qur'an tahfizd education center, da'wah center, and Arabic language course that utilizes social media to introduce its company to social media users. SAHAL's main goal is to spread information about Islam and promote the activities they organize. The method of this final project consists of six stages: research, pillar content, content concept, content creation, content uploading, and evaluation. In an effort to develop SAHAL's social media accounts, it is necessary to identify content that suits the target audience. Implementation was carried out using Instagram, TikTok, and YouTube platforms. The test results show that Islamic content, which generally contains da'wah, murottal, Islamic history, and Arabic has different results on each social media platform for these types of content. History and da'wah content is more popular on Instagram, murottal and Arabic content is more popular on TikTok, and murottal and history content shows the highest interaction on YouTube. These tests show that each platform has different audience characteristics and preferences, which should be considered in planning and creating content to increase the effectiveness of SAHAL's social media strategy.

Keywords: Social Media, Content, User Interaction