

ABSTRACT

DESIGNING BRAND COMMUNICATION STRATEGIES FOR SD TAHFIZH

METODE TES

By:

Salfina Najla Nazhifa

1601213466

Education begins at an early age to optimize potential, acquire knowledge, and build character. Currently, there is an increasing phenomenon of parents' interest in choosing religious-based schools that have special religious programs such as memorizing the Qur'an. One of them is TES Method Tahfizh Elementary School which has a special program to memorize 30 juz of Al-Qur'an . The number of new students of SD Tahfizh Metode TES in the last six years has decreased dramatically due to the lack of brand awareness in prospective parents of students so that they do not know and recognize this school. This is also due to promotional activities and media that are not effective enough, the absence of a design system in the use of visual identity, and brand communication has not been done well. The data in the study were obtained using observation, interviews, questionnaires, and literature studies which were then analyzed to determine brand communication strategies in designing print media such as stationery, brochures, flyers, banners, x-banners, and digital media such as Instagram content, websites, digital posters, and web banners, as well as visual identities that represent the image and character of the school, including super graphic design, illustrations, and character design. Through the design of brand communication strategies, the school will be better known for its distinctiveness and excellence, attracting the attention and interest of prospective parents, as well as increasing brand awareness in its audience.

Keywords: Brand Communication, Visual Identity, Tahfizh Elementary School