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| **ABSTRAK**  Ahmad, 2021 PERANCANGAN MEDIA PROMOSI TAMAN PENDIDIKAN AL – QURAN AZ – ZUMAR DESA KALIPARE KABUPATEN MALANG. Tugas Akhir Program Studi Desain Komunikasi Visual (DKV), STIKI Malang, Pembimbing:Yekti Asmoro Kanthi S.Si., M.AB Co Pembimbing: Adita Ayu Kusumasari, S.Sn., M.Sn.  **Kata Kunci:** TPQ Az - Zumar, KUA Kecamatan Kalipare, jumlah TPQ di KEMENAG kabupaten Malang.  Berdasarkan data dari KUA Kecamatan Kalipare tahun 2020, lembaga TPQ yang terdaftar di KEMENAG Kabupaten Malang 58 Lembaga. Masing- masing Lembaga tersebut berupaya untuk meningkatkan kuawalitas pelayanan pendidikan dan proses pembelajaran yang terbaik, supaya dapat menghasilkan anak didik yang berakhlaq mulia serta rajin belajar sesuai dengan harapan orang tua. Keunggulan-keunggulan masing-masing TPQ tersebut di perkenalkan kepada masyarakat, termasuk TPQ Az – Zumar Desa Kalipare Kabupaten Malang. Oleh karena demikian penulis membuat solusi merancang media promosi yang tepat agar Lembaga TPQ Az – Zumar semakin di kenal. Media yang digunakan adalah media utama yaitu facebook, WhatsApp, Instagram sedangkan media pendukung poster, bronsur, x-banner, buku tulis,stiker dan ganci serta tas dan jam dinding. Adapun Teknik Pengumpulan Data menggunakan Observasi, Wawancara dengan pihak lembaga TPQ Az – Zumar serta wali murid dan murid TPQ Az – Zumar. Sedangkan Analis data Menggunakan SWOT, Consumer Journey dan Consumer Insight.  ***ABSTRACT***  *Ahmad, 2021 DESIGNING MEDIA PROMOTION TAMAN PENDIDIKAN AL - QURAN AZ - ZUMAR KALIPARE VILLAGE MALANG REGENCY. Final Assignment Visual Communication Design Study Program (DKV), STIKI Malang, Supervisor: Yekti Asmoro Kanthi S.Si., M.AB Co. Supervisor : Adita Ayu Kusumasari, S.Sn., M.Sn.*  **Keywords :** TPQ Kalipare Village, education office, number of TPQ in Malang Regency. |
| Based on data from the KUA of Kalipare Sub-district in 2020, there are 58 TPQ institutions registered at the Ministry of Religion, Malang Regency. Each of these institutions strives to increase the quality of educational services and the best learning process, in order to produce students who have noble character and study hard in accordance with the expectations of their parents. The advantages of each TPQ were introduced to the community, including TPQ Az – Zumar, Kalipare Village, Malang Regency. Therefore, the author makes a solution to design the right promotional media so that the TPQ Az - Zumar Institute is increasingly recognized. The media used are the main media, namely Facebook, WhatsApp, Instagram, while the supporting media are posters, brochures, x-banners, notebooks, stickers and ganci as well as bags and wall clocks. The data collection technique uses observation, interviews with the TPQ Az - Zumar institution and the guardians of students and TPQ Az - Zumar students. While the data analyst uses SWOT, Consumer Journey and Consumer Insight |