

Implementation of Promotional Strategies for Pondok Pesantren Darul Ilmi Wal Amal Through the Use of Media Flyer

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Abstract

Purpose: The organization of this community service activity aims to enhance public awareness of Pondok Pesantren DIWA, improve the reputation of Pondok Pesantren DIWA, and attract community interest in enrolling their children to study religious knowledge at Pondok Pesantren DIWA.

Method: The methods employed in this community service initiative are implementation-based, involving guidance and the creation of promotional flyers for Pondok Pesantren DIWA, along with the application of these promotions through social media (online) and direct dissemination (offline). Promotional fliers are created using the Canva application.

Practical Application: The community service activities are conducted through direct guidance and training in the creation of promotional fliers using the Canva application, which is relatively easy to use for anyone. Comprehensive promotion is essential to achieve the desired objectives effectively, with flyer media serving as one of the methods used by the pesantren to disseminate information about itself to all segments of society.

Conclusion: The outcome of this service activity includes the production of promotional fliers, which are disseminated via Instagram and through direct outreach to target markets or community members known as offline promotion.



Introduction

64) Implementation of Promotional Strategies for Pondok Pesantren Darul Ilmi Wal Amal Through the Use of Media Flyer, Sumarni, N., Fajrin, Y., Arisandi, V.

Promotion is one of the ways to provide information to the public or consumers about the services offered (Rizqina & Wikartika, 2024; Yunina et al., 2024). Promotion is crucial for an institution, as it serves to enhance the popularity or reputation of both the product/service and the organization itself. One type of non-profit institution is educational institutions, such as Islamic boarding schools (pondok pesantren). Both modern and traditional pesantren cannot thrive or may even cease to exist if they lose their santri (AlQadrie et al., 2024; Esa et al., 2021; Suhendi et al., 2021).

According to (Kisyanto, 2023; Sunardi et al., 2024) the decline of a pesantren is not necessarily due to poor quality; it may also stem from the community's lack of awareness about the existence of the presenter's insufficient recognition of its founders, or a lack of understanding regarding the quality it offers. When choosing a pesantren, parents are usually very cautious. They are unlikely to enroll their children or family members in a pesantren that is not well-known. They need to know the identity of the pesantren, such as who its leaders are, the nature of its teachings, whether it is traditional or modern, the methods of instruction, how general education is integrated (if at all), and the overall quality of the pesantren. To provide the necessary information to parents, pesantren need to engage in promotional activities.

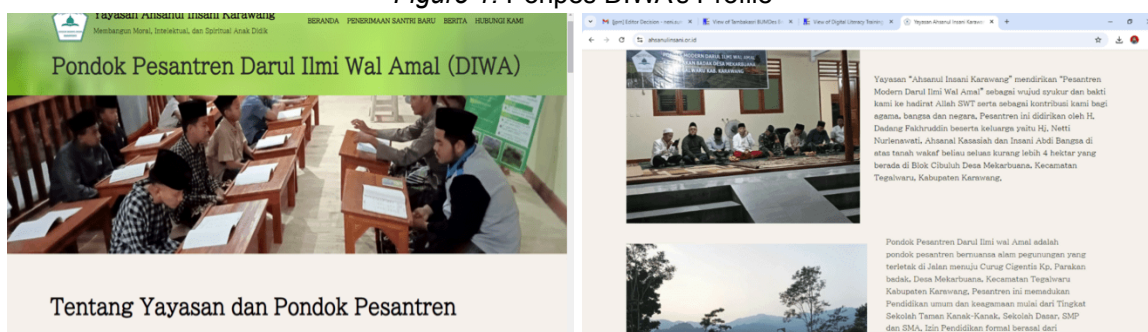
Previous community service initiatives, such as the one titled "Optimization of Social Media Use as an Online Promotion Tool for MSME Actors in City X" by (Donoriyanto et al., 2023), indicate that online promotion can be optimally achieved when conducted consistently, focused on one social media platform, involving direct interaction with customers, utilizing influencer marketing, and leveraging innovative social media features. Based on these findings, this initiative aligns with the promotion of information through flyers, which will also be disseminated via the Instagram social media platform.

In another community service initiative titled "Canva Training for Creating Promotional Content for TikTok Social Media at Fatayat NU" by (Supriyadi et al., 2022), it was stated that creating promotional content using the Canva application is straightforward and can be practiced by anyone, allowing users to create and produce according to their desires. This initiative will also employ the Canva application to produce promotional fliers, which will subsequently be shared through two methods: online via Instagram and offline through direct distribution of the fliers to the target community.

Consistent with previous initiatives involving training with the Canva application, (Nurhayaty et al., 2022) demonstrated that the use of the Canva application is user-friendly and capable of producing attractive promotional designs, creating fliers that are more appealing, cost-effective, and efficient.

Pondok Pesantren Darul Ilmi wal Amal is one of the Islamic boarding schools located in Karawang Regency. This pesantren has a vision of "Realizing a modern pesantren that cultivates individuals with Islamic character," situated in Mekarbuana Village, Tegalwaru District, Karawang Regency.

Figure 1. Ponpes DIWA's Profile



65) Implementation of Promotional Strategies for Pondok Pesantren Darul Ilmi Wal Amal Through the Use of Media Flyer, Sumarni, N., Fajrin, Y., Arisandi, V.

The pesantren is located in Mekarbuana Village, Tegalwaru District, Karawang, specifically within the Cibuluh complex. This area is known for its natural beauty, as it lies at the foot of Mount Sanggabuana. Currently, this region serves as an alternative tourist destination, although it has not yet been fully developed. In the future, the Sanggabuana forest is expected to become part of a national program for protected forests. This comfortable environment supports focused learning, and the location also features a camping area.

Figure 2. Ponpes DIWA's Location



Pondok Pesantren Darul Ilmi Wal Amal (DIWA) implements innovative methods for learning the Qur'an, including BTQ (Banhaji Tamyiz lil Qur'ani) for reading and the Tamyiz method for translation. These approaches are both efficient and effective in facilitating Qur'anic learning. In terms of management, DIWA adopts a merit-based system, ensuring that policies and administration are guided by qualifications, competencies, and performance. This approach guarantees fairness and prevents nepotism, distinguishing it from family-run institutions.

Regarding costs, the fees charged to students are allocated for operational and educational development expenses, while the provision of facilities and infrastructure remains the full responsibility of the foundation.

The curriculum at DIWA integrates religious studies and general knowledge. Religious education focuses on shaping students' morals and character, while general knowledge serves as a foundation for developing their competencies. DIWA is supported by competent teachers with expertise in their respective fields, including general knowledge, religious studies, and Qur'anic education.

However, as a newly established institution, DIWA is not yet widely recognized by the public. With its current students being pioneers, the pesantren has yet to engage in promotional activities, leading to limited public awareness.

Given this context, there is a need for promotional activities that can highlight the strengths of Pondok Pesantren Darul Ilmi Wal Amal. Therefore, this community service initiative will focus on creating promotional fliers using the Canva application, which will be disseminated through online promotions on Instagram and offline by directly reaching out to the target community. This approach aims to optimize the enrollment of new students

Method

The implementation process consists of two main stages. First, promotional fliers for Pondok Pesantren DIWA are designed using the Canva application. This stage includes direct training and guidance for the pesantren's management, ensuring they acquire the

66) Implementation of Promotional Strategies for Pondok Pesantren Darul Ilmi Wal Amal Through the Use of Media Flyer, Sumarni, N., Fajrin, Y., Arisandi, V.

necessary skills to create engaging and informative promotional materials.

Figure 3. Presented Material



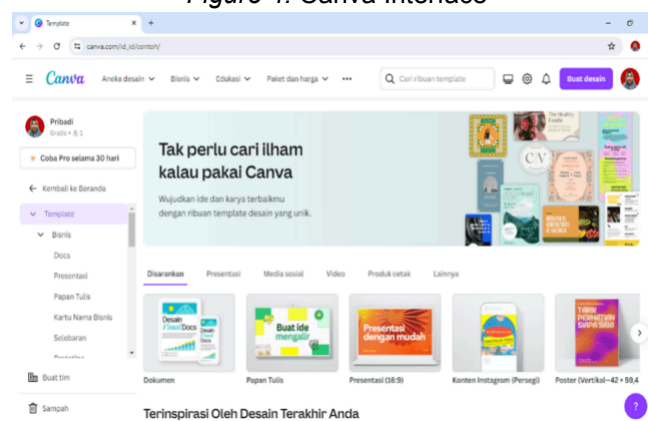
Once the fliers are finalized, the second stage involves their dissemination. The promotional materials are distributed through online platforms, particularly Instagram, to reach a wider audience. Additionally, offline distribution is conducted to directly target potential students and communities relevant to the pesantren's market. This two-pronged approach aims to enhance public awareness and attract more interest in Pondok Pesantren DIWA.

Result

The implementation of this community service project consists of two main activities. The first activity focuses on the creation of promotional fliers for Pondok Pesantren Darul Ilmi Wal Amal (DIWA). As part of this initiative, guidance and training are provided to the pesantren's management to ensure they can design effective promotional materials. The goal is not only to produce visually appealing fliers but also to highlight key activities and programs of the pesantren.

To facilitate the flyer design process, Canva is used due to its simplicity and efficiency. The steps for using Canva include accessing the platform through a web browser like Chrome or downloading the application. Users can opt for the free version or subscribe to Canva Premium for additional features, which may incur extra costs. After accessing Canva, the next step is selecting the appropriate flyer template to begin the design process.

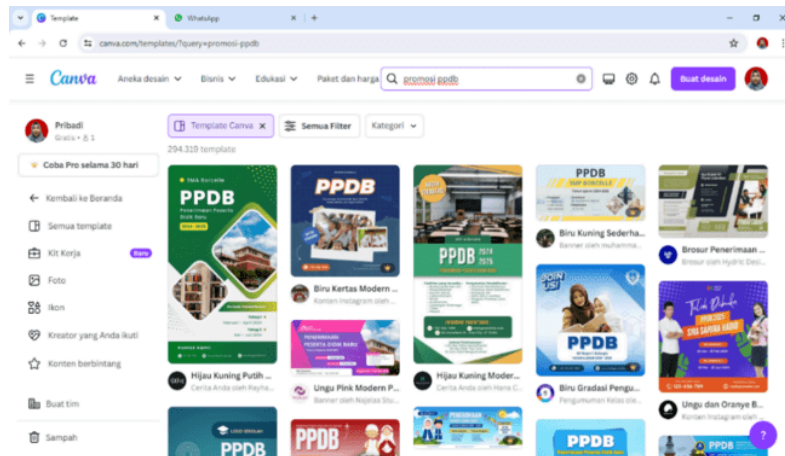
Figure 4. Canva Interface



67) Implementation of Promotional Strategies for Pondok Pesantren Darul Ilmi Wal Amal Through the Use of Media Flyer, Sumarni, N., Fajrin, Y., Arisandi, V.

Select the type of content you wish to create; for instance, for promotional purposes on the platform, we can click on 'Student Enrollment Promotion.

Figure 5. Flyer Template's Example



The next step is to select a template for the flyer and then incorporate the desired components into our promotional content. Once completed, we can directly download or save the results. The process of creating promotional flyers through Canva can be performed on either a smartphone or a laptop. Due to the ease and speed of the creation process, results can be obtained quickly; however, careful preparation of the components to be included in the flyer is still necessary. This includes documentation or logos, as well as descriptions or explanations. Various tools available within Canva, such as logo searches, images, and customization text, allow for design according to personal preferences regarding color and even the overall shape of the flyer. The results of our community service initiative in creating this flyer can be seen in the image below:

Figure 6. Results of the Student Enrollment Promotion Flyer

68) Implementation of Promotional Strategies for Pondok Pesantren Darul Ilmi Wal Amal Through the Use of Media Flyer, Sumarni, N., Fajrin, Y., Arisandi, V.



Figure 7. Introduction and Information Flyer for Pondok Pesantren DIWA



The flyers created are utilized for promotional purposes through both online and offline methods. Online promotion is conducted via Instagram, allowing for broader reach and engagement with the target audience. Meanwhile, offline distribution involves directly sharing the flyers within relevant communities to increase awareness of Pondok Pesantren Darul Ilmi Wal Amal (DIWA). By combining these two approaches, the promotional efforts aim to effectively enhance public interest and recognition of the pesantren.

Figure 8. The Results of Flyer Creation Distributed on Instagram

69) Implementation of Promotional Strategies for Pondok Pesantren Darul Ilmi Wal Amal Through the Use of Media Flyer, Sumarni, N., Fajrin, Y., Arisandi, V.



The implementation of online promotion through the distribution of flyers has been carried out, particularly via the social media platform Instagram. Secondly, the implementation of offline promotion involves direct distribution of flyers to individuals or communities. In this case, we initially focused on the groups and friendships we have established. This can be seen in the picture below.

Figure 9. Results of the Flyer Creation Distributed Directly/Offline



Discussion

This cadre training activity received a positive response from both the Health Center and the results of this community service initiative were realized through the creation of promotional flyers for Pondok Pesantren Darul Ilmi Wal Amal (DIWA). These flyers served as an effective tool for disseminating information about the pesantren, ensuring that key details reached a wider audience. The dissemination process was carried out through both online and offline methods to maximize outreach and engagement.

70) Implementation of Promotional Strategies for Pondok Pesantren Darul Ilmi Wal Amal Through the Use of Media Flyer, Sumarni, N., Fajrin, Y., Arisandi, V.

For online promotion, the flyers were distributed via Instagram, leveraging the platform's broad reach to attract potential students and community members. This approach allowed for interactive engagement, as responses could be measured through likes, comments, and shares. Meanwhile, the offline distribution involved directly handing out flyers at various locations, targeting communities and individuals who may not have access to digital platforms.

The public response to these promotional efforts was positive. Online engagement was reflected in the number of likes and interactions on Instagram, indicating a growing interest in the pesantren. Similarly, the offline distribution was met with enthusiasm, as community members actively received and expressed curiosity about the flyers. This strong response demonstrated the effectiveness of using both digital and traditional marketing strategies to increase awareness of Pondok Pesantren DIWA.

Conclusion

The focus of the community service conducted was on the implementation of promotion, with the expected outcome for Pondok Pesantren DIWA being the dissemination of information and awareness of its existence, ultimately leading to increased enrollment of students.

Promotional dissemination should be carried out continuously using various media and methods to ensure immediate impact. Promotional strategies can be implemented through both online and offline channels. Online promotion can leverage various social media platforms and other digital applications related to technology.

Pondok Pesantren DIWA combines these promotional techniques or strategies with the hope of achieving comprehensive, rapid, and targeted information dissemination. The speed and effectiveness of promotion through social media are perceived to be maximized due to the broader reach of this method. In contrast, offline information dissemination is considered more targeted, as it involves direct interaction that addresses the inquiries of the target community regarding Pondok Pesantren DIWA. The integration of these promotional media is expected to optimize the achievement of goals for Pondok Pesantren DIWA.

However, the implementation of this community service still faces several challenges and limitations. One of the primary issues encountered during offline promotional dissemination is the inability to achieve uniform coverage across all regions. Therefore, to ensure the effective communication of promotional information for Pondok Pesantren DIWA, it is recommended that online social media efforts be conducted more frequently and continuously.

Acknowledgements

It is hoped that the results of this service can make a positive contribution to the DIWA Islamic boarding school and of course these results will be beneficial for the Islamic boarding school. Learning in Canva training will also provide benefits for Islamic boarding school managers to be able to disseminate information through Canva media.

DIWA Islamic Boarding School must have special human resources as a means of promotion in spreading its existence. And for Instagram media, there must be a manager who is able to create interesting content in conveying information so that Islamic boarding school promotions can continue to spread throughout the network and levels of society. It is hoped that DIWA Islamic Boarding School will not only distribute its promotional tools once but also on an ongoing basis.

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