

## Application Of Digital Brochure Design In Optimizing Promotional Activities At Al-Amalul Khair Islamic Boarding School

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### ABSTRACT

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Inisiatif pengabdian masyarakat ini dirancang untuk mengatasi tantangan promosi digital di SMA Al-Amalul Khair melalui implementasi komprehensif brosur digital yang didesain ulang. Program ini mengadopsi pendekatan sistematis yang mencakup empat fase utama: koordinasi dan penilaian kebutuhan, implementasi brosur digital, pemantauan dan evaluasi, serta publikasi ilmiah. Kegiatan utama meliputi survei lapangan, desain brosur menggunakan platform digital, sesi peninjauan konten kolaboratif, dan distribusi digital materi akhir. Proyek ini menghasilkan hasil yang signifikan, termasuk keberhasilan penyelesaian desain ulang brosur dan panduan instruksional untuk memanfaatkan platform desain digital. Umpan balik pemangku kepentingan menunjukkan peningkatan substansial dalam daya tarik visual, kejelasan informasi, dan efektivitas promosi. Guru menghargai penyajian informasi yang lebih terorganisir, sementara siswa menemukan pesan promosi inti lebih terfokus dan mudah diakses. Kolaborasi internasional dengan Politeknik Merlimau Melaka semakin memperkaya proyek ini dengan memberikan perspektif lintas budaya yang berharga tentang desain infografis dan pemilihan skema warna. Inisiatif ini tidak hanya mengubah strategi promosi sekolah tetapi juga mendorong pengembangan kapasitas digital, secara efektif menjembatani nilai-nilai pendidikan tradisional dengan persyaratan pemasaran digital kontemporer sambil menciptakan peluang berkelanjutan untuk memajukan literasi digital.

*This community service initiative was designed to address digital promotion challenges at Al-Amalul Khair Senior High School through the comprehensive implementation of a redesigned digital brochure. The program adopted a systematic approach encompassing four key phases: coordination and needs assessment, digital brochure implementation, monitoring and evaluation, and scholarly publication. Primary activities included field surveys, brochure design using digital platforms, collaborative content review sessions, and digital distribution of the final materials. The project yielded significant outcomes, including the successful completion of both the brochure redesign and an instructional guide for utilizing digital design platforms. Stakeholder feedback indicated substantial improvements in visual appeal, information clarity, and promotional effectiveness. Teachers appreciated the more organized information presentation, while students found the core promotional message more focused and accessible. International collaboration with Politeknik Merlimau Melaka further enriched the project by providing valuable cross-cultural perspectives on infographic design and color scheme selection. This initiative has not only transformed the school's promotional strategy but also fostered digital capacity development, effectively bridging traditional educational values with contemporary digital marketing requirements while creating sustainable opportunities for advancing digital literacy.*



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## INTRODUCTION

Islamic boarding schools (Islamic boarding school) are Islamic educational institutions that play a central role in shaping the character, morality, and spirituality of Indonesia's younger generation. Amidst the rapid currents of modernization and digitalization, Islamic boarding school are expected not only to preserve traditional values but also to adapt to contemporary developments to remain relevant and appealing to society, particularly millennials and Generation Z. As educational institutions, Islamic boarding school have a constitutional role in advancing national education and cultivating the character values of future generations (Supriyanto, 2020). Given this role, Islamic boarding school must maintain their existence in the educational landscape to achieve the nation's educational aspirations.

In today's era, digital technology has permeated all sectors, including business and education. As Islamic-based educational institutions, Islamic boarding school must keep pace with these developments, particularly in promoting their institutions to the broader public. One of the major challenges faced by Islamic boarding school today is increasing competition from formal educational institutions and the necessity to update their promotional and branding approaches to remain relevant in the digital age (Sardi & Puspitasari, 2024).

According to data from the Indonesian Internet Service Providers Association (APJII) the number of internet users in Indonesia in 2024 reached 221,562,479 out of a total population of 278,656,200 in 2023. This indicates the critical role of the internet in modern life. Nearly all consumers now seek information online, including those in the education sector—students and parents searching for school-related information. Thus, Islamic boarding school must adopt digital technologies to enhance their appeal to prospective students.

While understanding of digital promotion has grown significantly, it has not been matched by adequate digital marketing literacy, despite its potential benefits for institutions. Many Islamic boarding school still rely on conventional communication methods, such as word-of-mouth, banners, or simple publications, which have limited reach and low efficiency. In contrast, today's society increasingly uses social media as a primary information source, including platforms like social media, websites, and instant messaging applications (Syamsuddin, 2021).

One promotional medium considered effective for institutional branding is the brochure. Brochures are recognized as powerful branding tools that influence public perception and behavior through awareness-building and image formation (Febriyanto et al., 2017). However, traditional printed brochures have become less effective due to digital advancements, making digital brochures a more relevant solution today. Digital brochures are an efficient, cost-effective, and widely accessible promotional medium. With engaging visuals and concise information, digital brochures can be used by institutions like Islamic boarding school to convey their profiles, educational programs, activities, and new student enrollment details.

A digital brochure is not merely a conversion from a printed format to a digital document but requires a structured design process involving data visualization, information design, and information architecture (Juliyanto & Rusdi, 2018). However, many Islamic boarding school administrators and students lack the technical skills to design digital brochures, resulting in underutilized digital promotion potential. Meanwhile, digital formats are increasingly favored by the public due to their enhanced visual appeal, supported by multimedia elements such as audio, video, photos, and animations (Valentina & Andrew, 2018).

Furthermore, mastering digital brochure design not only benefits institutional promotion but also equips students and administrators with essential skills for the modern workforce, which demands strong digital literacy. Therefore, direct implementation efforts are needed to help Islamic boarding school gain a thorough understanding of digital promotion through professional, communicative, and institutionally aligned digital brochures.

Al-Amalul Khair Islamic Boarding School is a private Islamic educational institution located on Jalan Lunjuk Jaya, RT. 48, RW. 14, Palembang City. The institution offers formal education at various levels, including Madrasah Ibtidaiyah (MI), Madrasah Tsanawiyah (MTs), and Senior High School (SMA) under the same foundation. Preliminary observations of the institution's digital presence indicate limitations in digital marketing strategy implementation. This fact is evident from the lack of comprehensive information regarding the institution's profile and its flagship programs on publicly

accessible digital platforms. One such example can be seen in the high school brochure, as illustrated in the image below.



**Figure 1.** Al-Amalul Khair High School New Student Admission Brochure, 2024

Based on a visual review of Figure 1, the current brochure design presents opportunities for enhanced visual appeal. The layout appears simple, with potential for the incorporation of additional graphic elements, while the color palette and typography could be enriched to create a more dynamic impression. The primary message, such as the call to enroll in the school, could also be communicated more effectively. This aligns with an interview with the Vice Principal, Mrs. Susiyanti, who stated that previous brochure updates have primarily focused on adjusting admission fees, with minimal changes to the design. Therefore, developing a more informative and engaging brochure design, particularly in a digital format for dissemination through the school's social media channels, represents a strategic step forward.

Through this community service program, the proposing team from Politeknik Negeri Sriwijaya aims to contribute to digital marketing literacy by enhancing the digital capacity of Islamic boarding schools via the initiative "Implementation of Digital Brochure Design for Optimizing Islamic Boarding School Promotion." This initiative is expected to help school improve their competitiveness in attracting public interest, strengthen their presence in the digital era, and create opportunities for students to engage in creative and productive activities.

In addition to providing insights on digital marketing literacy through brochure design, the proposer is also collaborating with an international partner, namely Merlimau Melaka Polytechnic, to exchange information on developments in knowledge, particularly in the field of digital marketing.

## METHOD

The community service team will execute the project through direct implementation and on-site visits to the partner institution, namely the Islamic Boarding School. The partner for this activity is located at Jalan Lunjuk Jaya RT.48 RW.14, Lorok Pakjo Village, Palembang City, South Sumatra Province. The distance between the partner's location and the Sriwijaya State Polytechnic (Polsri), situated at Jalan Srijaya Negara, Bukit Besar, Palembang City, is approximately 2.7 kilometers. This technology utilizes digital graphic design to enhance communication and promotion strategies for Islamic boarding schools, particularly targeting the digitally-native younger generation.

### **Format and Dimensions**

The developed digital brochures feature flat design in either bifold or trifold format with landscape or portrait orientation. Standard dimensions follow A4 (21 cm × 29.7 cm) or A5 (14.8 cm × 21 cm) sizes, which can be adapted for both printing and online publication purposes.

### **Technical Specifications**

1. File formats: High-resolution (300 dpi) PDF, PNG, and JPEG
2. Design software: Canva.

### **Utility and Benefits**

1. Branding Tool: Provides comprehensive information about the pesantren's profile, vision and mission, flagship programs, facilities, and registration procedures.
2. Effective Promotional Medium: Can be widely disseminated through social media platforms (WhatsApp, Instagram, Facebook, and Telegram) and displayed on the official website.
3. Educational Medium: Enhances digital literacy among students and administrators in utilizing graphic design technology.

#### 4. Digital brochure utilization steps



**Figure 2.** Digital brochure utilization steps

In the implementation planning, this activity was designed to span six months and has currently entered its fifth month. Activities carried out include the limited printing of manual brochures and the implementation of promotions using both digital and printed brochures. According to the plan for the upcoming month, monitoring, documentation, evaluation, and finally the publication of a scientific article will be conducted. In addition, the partner's involvement in this community service initiative involves coordination with the administrative staff from the public relations department regarding the design concept for the new student admission brochure and students received education on creating brochure designs using the Canva application. Following the design review by the school's team as the end-users, the community service team proceeded with revisions and obtained final approval for the design's release. Finally, the completed design was delivered to the school and evaluated by both students and teachers to assess the final product.

### RESULTS AND DISCUSSION

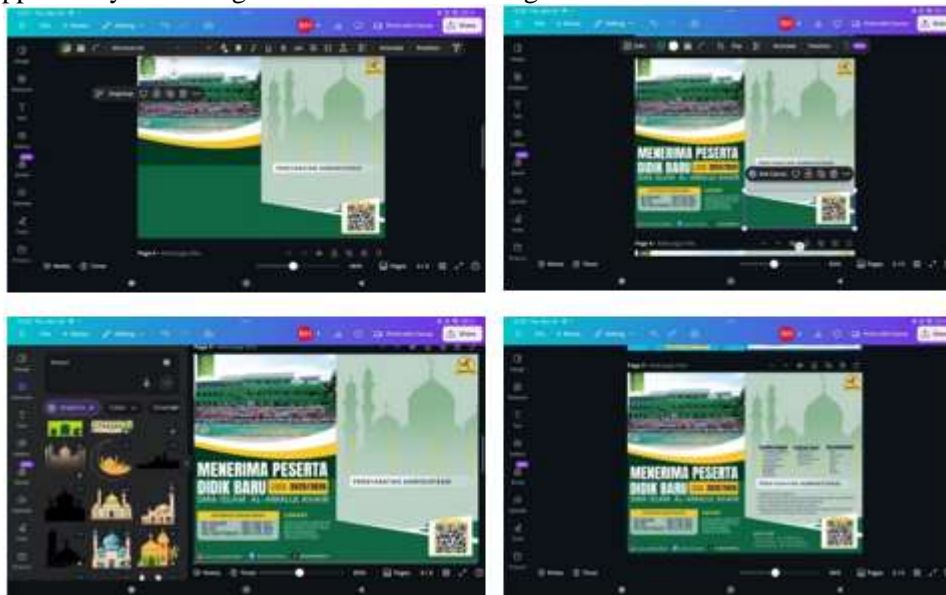
The community service activity conducted at Al-Amalul Islamic Boarding School aimed to support promotional efforts through the redesign of brochures for new student admissions, particularly at the senior high school (SMA) level. Visual communication media such as brochures play a significant and effective role in delivering information and promoting schools (Febriyanto et al., 2017). Brochures are considered one of the marketing tools that play an important role in institutional socialization and promotional activities, as they are able to represent the institution's image while simultaneously providing detailed information about the products or services offered (Wiradharna et al., 2022). Digital media have been proven to be attractive to Generation Y, or the millennial generation, as they are perceived to be more practical, cost-effective, and reflective of a modern lifestyle (Fahrimal, 2018; Sari, 2019). The initial stage in redesigning the school brochure involved establishing early communication with the Islamic boarding school partner to identify actual needs and potential areas for development. The next step involved collecting information related to flagship programs, the boarding school's profile, and available facilities that could be highlighted in the digital brochure. Designing a brochure concept appropriate for its purpose of promoting the school during new student admissions. Informing and presenting examples of the redesigned brochure based on the previous version. Explaining to Al-Amalul Khoir High School students and the partner from Merlimau Melaka Polytechnic the stages of brochure creation and how to design the brochure using the Canva.com application. The completed digital brochure was deployed across various digital platforms with the aim of expanding the promotional reach of the boarding school. The digital brochure was published in PDF and image formats (JPEG/PNG). The brochure was distributed via WhatsApp and printed as a sample product.

The following documents the implementation activities, from the initial survey through to project execution.



**Figure 3.** School Survey Activity (Discussion on New Student Admission Brochure)

The activity in Figure 3 depicts the initial coordination meeting with school representatives to discuss the existing new student admission brochure and present the community service team's purpose and objectives for the redesign. The school welcomed the initiative positively and granted the Polsri team the opportunity to redesign the brochure according to the school's needs.



**Figure 4.** Production brochure using Canva

Figure 4 showcases the brochure design for Al-Amalul Khoir School created by the Polsri community service team. The brochure was designed using Canva.com application to achieve a proportional and appealing layout. The design process involved determining the brochure content and selecting visual components that enhance its appeal, ensuring the final product is both informative and engaging for readers. The Polsri team maintained consistent communication with the school regarding the brochure content, as this represents the school's identity that will be widely distributed to the public. Several suggestions from the school have also been properly incorporated into the design.



**Figure 5.** Collaborative Content Review

Figure 5 captures the crucial content review session and symbolic handover of the redesigned brochure. In this activity, the community service team from Polsri presented the draft brochure to key stakeholders of Al-Amalul Khoir Senior High School, represented by the Vice Principal, Mrs. Susiyanti, and several teachers. The team presented a printed sample of the brochure, facilitating a tangible and detailed evaluation. This session also served as a symbolic handover, marking the formal presentation of the finalized design from the Polsri team to the school. The primary outcome of this collaborative meeting was the collection of constructive feedback on the new design and the receipt of highly positive responses from the school representatives, who appreciated the modern and relevant approach of the promotional material.



**Figure 6.** Final Design of the Al-Amalul Khoir Senior High School New Student Admission Brochure

Figure 6 presents the final design of the new student admission brochure for Al-Amalul Khoir Senior High School. This finalized design, which had undergone prior review by the school, was subsequently produced as a printed sample. Additionally, the digital file was formally delivered to the school administration via WhatsApp.



**Figure 7.** Release the Brochure and Symbolic Handover

Figure 7 illustrates the formal handover process of the final brochure design. The activity involved presenting the completed design to the school's administrative staff for subsequent forwarding to the school leadership. Additionally, the Polsri community service team produced a printed sample of the brochure, which was symbolically presented to the school represented by the Vice Principal for Curriculum Affairs, Mrs. Susiyanti.

As part of the evaluation process, the team actively collected testimonials and feedback from various stakeholders, including teachers, students, and external partners. This feedback served as crucial input for assessing the effectiveness of the developed brochure (Ginting & Sahputra, 2025). Based on the collected testimonials, the implementation of the digital brochure design for Al-Amalul Khair Islamic Boarding School received constructive feedback from a wide range of stakeholders, beyond teachers, students, and external partners. The evaluation results indicate that the design developed by the team successfully improved both the visual quality and functionality of the brochure as a promotional medium. Furthermore, the redesigned brochure demonstrated good visibility. Visibility is one of the fundamental principles of typography, ensuring that ideas or information presented on a page can be effectively conveyed to readers (Hadiono & Khasanah, 2023). The implementation of digital brochures not only increases social media engagement but also contributes to achieving higher sales targets for organizations (Aripradono & Ng, 2021).

Several development suggestions also emerged from this evaluation, mainly concerning the optimization of the brochure's physical format and coordination process. There were recommendations to consider alternative, more practical folding formats, as well as to strengthen the discussion mechanism for content design in the future. These inputs provide a valuable foundation for refining similar programs in subsequent stages. Overall, the feedback received indicates that this digital brochure design has not only successfully achieved its promotional objectives but has also opened opportunities for more sustainable digital capacity development within the boarding school environment.

This community service program has successfully demonstrated the strategic value of digital transformation in the Islamic boarding school (pesantren) context through the implementation of digital

brochure design. This initiative has not only resulted in significant improvements in the effectiveness of promotional materials for Al-Amalul Khair Islamic Boarding School but has also played a crucial role in strengthening the digital capacity of its stakeholders. The positive response from all involved parties, both internal and external, confirms the success of the collaborative approach implemented. The program's achievements are reflected in various outputs produced, including digital brochures, instructional materials, and intellectual property registration for the poster. Most importantly, this program has attempted to implement digital marketing literacy for sustainable digital development within the pesantren environment, creating harmony between traditional educational values and modern promotional demands. Based on reflections during the program's implementation, we recommend that Al-Amalul Khair Islamic Boarding School periodically update the brochure designs and utilize the existing manual to develop other promotional materials such as social media content and posters.

## CONCLUSIONS

This community service program has successfully demonstrated the strategic value of digital transformation in the Islamic boarding school (pesantren) context through the implementation of digital brochure design. This initiative has not only resulted in significant improvements in the effectiveness of promotional materials for Al-Amalul Khair Islamic Boarding School but has also played a crucial role in strengthening the digital capacity of its stakeholders. The positive response from all involved parties, both internal and external, confirms the success of the collaborative approach implemented. The program's achievements are reflected in various outputs produced, including digital brochures, instructional materials, and intellectual property registration for the poster. Most importantly, this program has attempted to implement digital marketing literacy for sustainable digital development within the pesantren environment, creating harmony between traditional educational values and modern promotional demands. Based on reflections during the program's implementation, we recommend that Al-Amalul Khair Islamic Boarding School periodically update the brochure designs and utilize the existing manual to develop other promotional materials such as social media content and posters.

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