

ABSTRAK

**DIGITAL MARKETING PUBLIC RELATIONS UNIVERSITAS SAINS  
AL QUR'AN DALAM MENJARING CALON GENERASI QUR'ANI DI ERA  
DIGITAL**

Disusun Oleh:

**Sofiyanto**

F2C021026

Penelitian ini di bawah bimbingan:

1. Dr. Mite Setiansah, S.IP., M.Si
2. Dr. Agoeng Noegroho., S.Sos., M.Si

Perkembangan lembaga pendidikan dan kemajuan teknologi informasi memberikan perubahan yang signifikan dalam berbagai aspek pengoperasionalan perguruan tinggi. Humas harus dapat menyesuaikan dan mengubah aktivitas dan bentuk *marketing* agar sesuai dengan *camaba* yang ditargetkan, untuk itulah UNSIQ menerapkan digital marketing dalam proses PR. Penelitian ini bertujuan mendeskripsikan program *digital marketing public relations* serta menganalisis proses perencanaan, pemilihan media hingga pelaksanaan program *digital marketing PR* yang dilaksanakan Universitas Sains Al Qur'an (UNSIQ) dalam menjaring calon generasi Qur'ani di era digital. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus, penelitian ini menemukan bahwa dalam upaya menarik generasi Qur'ani UNSIQ didukung dengan keunggulan-keunggulannya serta menerapkan prinsip-prinsip ke-Islaman dalam kegiatan kehumasan. Peneliti juga menemukan konsep baru yang diterapkan oleh UNSIQ dalam program digital marketingnya yaitu konsep spiritualitas marketing. Program digital marketing diawali dengan proses perencanaan yang meliputi riset, analisis strategi komunikasi dan menghasilkan rancangan rencana strategis. Berdasarkan rancangan perencanaan dan rencana program, berbekal analisis strategi komunikasi maka mulai menentukan media yang digunakan yaitu berfokus pada media sosial. Pelaksanaan program PR UNSIQ mengkombinasikan antara konvensional dengan digital marketing. Namun, UNSIQ menitikberatkan komunikasi pemasarannya pada sisi digital, dengan berfokus pada *advertising, social media marketing, interactive internet marketing, dan sales promotion*.

*Kata kunci : Digital Marketing, Hubungan Masyarakat, UNSIQ, Generasi Qur'ani*

ABSTRACT

**DIGITAL MARKETING PUBLIC RELATIONS SCIENCE UNIVERSITY  
THE QUR'AN IN CATCHING PROSPECTIVE GENERATION OF THE QUR'ANI  
IN THE DIGITAL ERA**

Arranged by:  
**Sofiyanto**  
F2C021026

This research is under the guidance of:

1. Dr. Mite Setiansah, S.IP., M.Si
2. Dr. Agoeng Noegroho., S.Sos., M.Si

The development of educational institutions and advances in information technology have provided significant changes in various aspects of higher education operations. Public relations must be able to adapt and modify activities and forms *marketing* to match *what?* targeted, that's why UNSIQ applies digital marketing in the PR process. This study aims to describe the program *digital marketing public relations* as well as analyzing the planning process, media selection to program implementation *digital marketing PR* carried out by the Al-Qur'an Science University (UNSIQ) in capturing prospective Qur'anic generations in the digital era. This study used a qualitative research method with a case study approach. This research found that in an effort to attract the Qur'anic generation, UNSIQ is supported by its advantages and applies Islamic principles in public relations activities. The researcher also found a new concept applied by UNSIQ in its digital marketing program, namely the concept of marketing spirituality. The digital marketing program begins with a planning process that includes research, analysis of communication strategies and produces a draft strategic plan. Based on the planning design and program plans, armed with an analysis of the communication strategy, we begin to determine the media to use, namely focusing on social media. The implementation of the UNSIQ PR program combines conventional and digital marketing. However, UNSIQ focuses its marketing communications on the digital side, with a focus on *advertising, social media marketing, interactive internet marketing, dan sales promotion.*

*Keywords: Digital Marketing, Public Relations, UNSIQ, Qur'ani Generation*