

**Digital Marketing Communication at Tahfizhul Qur'an 'Aisyah
High School in Increasing New Student Acceptance**



THESIS

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**INTERNATIONAL PROGRAM OF ISLAMIC
COMMUNICATION**

FACULTY OF ISLAMIC STUDIES

UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA

2024

TITLE PAGE

**Digital Marketing Communication at Tahfizhul Qur'an 'Aisyah
High School in Increasing New Student Acceptance**

THESIS

Submitted to fulfill one of the requirements to obtain the
degree Bachelor of Social Affairs (S.Sos) Strata One (S-1),
Department of Islamic Communication and Broadcasting

Faculty of Islamic Studies

Yogyakarta Muhammadiyah University

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UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA

2024

OFFICIAL MEMORANDUM

Attachment : 4 copies, Thesis

Yogyakarta, 17 July, 2024

Subject : Agreement

To Attention

Head of the Departement Islamic Communication and Broadcasting Study Program, Faculty of Islamic Studies, University Muhammadiyah of Yogyakarta In Yogyakarta

Assalamu'alaikum Warahmatullah Wabarakatuh

After receiving and getting the necessary improvements, I am of the opinion that your thesis:

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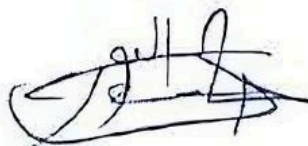
Title : Digital Marketing Communication at Tahfizhul Qur'an Aisyah High School In Increasing New Student Acceptance

Has fulfilled the requirements to be submitted for the final examination at Bachelor's level in the Islamic Communication and Broadcasting Study Program, Faculty of Islamic Studies, Muhammadiyah University, Yogyakarta

I hereby submit the manuscript of this thesis, with the hope that it will be accepted and immediately finalized. Thank you for your attention.

Wassalamu'alaikum Warahmatullah Wabarakatuh.

Supervisor



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AUTHENTICITY STATEMENT

The undersigned;

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Study program : Islamic Communication and Broadcasting

Hereby declare that this thesis is my own work and has never been submitted to obtain a graduate degree at any university, and to the best of my knowledge in this thesis there are no works or opinions that have been written or published by others, except those that are written in this manuscript and mentioned in the bibliography.

Yogyakarta, July 17 2024



Shifna Asna Alifya
20200710128

MOTTO

“And hasten towards forgiveness from your Lord and a Paradise as vast as the heavens and the earth, prepared for those mindful (of Allah). (They are) those who donate in prosperity and adversity, control their anger, and pardon others. And Allah loves the good-doers. (They are) those who, upon committing an evil deed or wronging themselves, remember Allah and seek forgiveness for their sins—and who forgives sins except Allah?—and they do not knowingly persist in wrongdoing? Their reward is forgiveness from their Lord and Gardens under which rivers flow, staying there forever. How excellent is the reward for those who work (righteousness)!”

Q.S. Ali Imran 133-136

DEDICATION PAGE

The author dedicates this thesis to the author's parents. My father, Mr. Sartono and my mother, Mrs. Sri Herlina. Who has become the author's hope to remain enthusiastic in living life and continue this challenge until the end. Thank you for all the trust, support, love and affection that Father and Mother have given to the author, to complete this thesis as a form of requirement for obtaining a bachelor's degree, so that it will become useful knowledge for yourself and others.

FOREWORD



Allhamdulillah, Praise is to Allâh, the Lord of the Worlds, we would like to express our gratitude to the presence of Allah SWT who has bestowed His grace and guidance so that the author can complete the thesis research entitled **Digital Marketing Communication at Tahfizhul Qur'an 'Aisyah High School in Increasing New Student Acceptance.**

Prayers and greetings may continuously be poured out to the Prophet Muhammad SAW who has brought us from the dark ages to the bright path. In the process of researching the thesis, the author realized that many parties had supported and helped in the completion until this research report was successfully written. On this occasion the author would like to express many thanks to:

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12. Colleagues who are ready to help, always accompany, support, and pray in the struggle to complete this research.
13. As well as the writer's friends whose names the writer cannot mention one by one.

Finally, the author realizes that this work is still far from perfect. Because there is no perfect written work other than the Al-Qur'an. Therefore, the author really hopes for all constructive criticism, suggestions and input for future improvements. That's what researchers can say. Hopefully this thesis can provide benefits to readers and be a small contribution to the development of science.

Yogyakarta, July 17 2024

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