

ABSTRAK

RA Darunnajah Palembang merupakan lembaga pendidikan anak usia dini yang belum mencapai target penerimaan peserta didik yang diharapkan. Kondisi tersebut terjadi karena sekolah belum memiliki media promosi digital yang memadai. Kegiatan promosi yang digunakan selama ini masih mengandalkan media konvensional, seperti komunikasi dari mulut ke mulut, *WhatsApp*, dan spanduk, sehingga penyebaran informasi kepada masyarakat belum optimal. Penelitian ini bertujuan untuk merancang media sosial Instagram sebagai sarana promosi dan penyebaran informasi bagi RA Darunnajah Palembang. Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan pendekatan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation*, dan *Evaluation*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, dan studi pustaka. Hasil penelitian ini adalah rancangan media promosi menggunakan Instagram yang memuat identitas visual, struktur konten, serta panduan pemanfaatan fitur-fitur Instagram untuk mendukung penyebaran informasi sekolah kepada masyarakat. Berdasarkan hasil evaluasi, rancangan media sosial Instagram dinilai layak digunakan sebagai sarana promosi yang dapat memperluas jangkauan informasi RA Darunnajah Palembang secara lebih efektif dibandingkan media konvensional yang selama ini digunakan.

Kata kunci: *Perancangan, Instagram, Media Sosial, Promosi, ADDIE*.

ABSTRACT

RA Darunnajah Palembang is an early childhood education institution that has not yet achieved its expected student enrollment targets. This condition occurs because the school does not yet have adequate digital promotional media. Promotional activities that have been used so far still rely on conventional media, such as word-of-mouth communication, WhatsApp, and banners, so that the dissemination of information to the community has not been optimal. This study aims to design Instagram as a social media platform for promotion and information dissemination for RA Darunnajah Palembang. The research method used is Research and Development (R&D) with the ADDIE model approach, which includes the stages of Analysis, Design, Development, Implementation, and Evaluation. Data collection techniques were carried out through observation, interviews, documentation, and literature review. The result of this study is a promotional media design using Instagram that contains visual identity, content structure, and a guide to utilizing Instagram features to support the dissemination of school information to the community. Based on the evaluation results, the Instagram social media design is considered feasible to be used as a promotional medium that can expand the reach of RA Darunnajah Palembang's information more effectively than the conventional media that have been used so far.

Kata kunci: Design, Instagram, Social Media, Promotion, ADDIE.