

Web Design of TPQ Zahrotul Jannah through Digital Marketing Strategy

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ABSTRACT

Al-Qur'an Education Park (TPQ) Zahrotul Jannah is an educational institution located in Sidoarjo which has a private Al-Qur'an learning program for all ages with the advantage of flexible time and place. The number of students studying at TPQ has not yet reached the expected target because they do not have advertising media. Based on this, advertising media that has the advantage of being easily accessible and capable of displaying complete, fast and targeted information is needed as a means of promoting TPQ. Digital marketing advertising media in the form of a website was chosen because it has the necessary advantages. To increase the number of website visits through search engines, On-Page and Off-Page SEO optimization techniques are needed.

Keywords: Digital Marketing, Advertising, Private Lessons, Islamic School.

1. INTRODUCTION

TPQ Zahrotul Jannah is a place for learning the Qur'an that has a private koran learning program for anyone with flexible teaching and learning times, either face-to-face or through online media. However, currently, the number of students studying at tpq Zahrotul Jannah still does not meet expectations. This is because no advertising media promotes it. So that not many people know about its existence.

According to toseptianti et al. [1], a business actor needs to take advantage of digital technology to market their products and services online to increase sales and expand their marketing reach. Based on this, digital marketing advertising media is needed that can promote and market learning programs from tpq Zahrotul Jannah.

Digital marketing media has various types with different characteristics. To be able to achieve maximum results, TPQ Zahrotul Jannah requires digital marketing advertising media that has a wide reach, is targeted, can display complete information, attract potential customers and is easy to access. Referring to the media criteria, the author chose media in the form of a self-hosted website to promote and market tpq

Zahrotul Jannah. Because it has the advantages needed as a TPQ digital marketing advertising media.

A website as an advertising medium will be more effective in bringing in more potential customers if it is supported by abundant visitor traffic. One of the main sources is search engines. So the TPQ Zahrotul Jannah website needs to be on the front page of search engine searches with targeted keywords. This can bring in more visitor traffic because it is easier to find.

One way to increase website ranking is to use seo optimization techniques (search engine optimization). This technique can be applied to the TPQ Zahrotul Jannah website to increase its ranking on search engines with targeted keywords so that it can attract targeted potential customers.

Along with the increasing number of targeted traffic of visitors to the TPQ Zahrotul Jannah website, it is hoped that it will attract the interest of the community to study at TPQ. This has an impact on the growth in the number of students studying.

2. METHODOLOGY

In the process of collecting data, accurate data is needed. The data collection technique in this design uses the opinion of Creswell [2], which says that data

collection determines an attempt to limit the author to collect information with stages such as observation, interview, documentation and literature study.

3. RESULT AND DISCUSSION

To get better design results and higher accuracy, the data collected requires direct reanalysis. The method used in this data analysis is the SWOT method. According to Ranguti [3], SWOT is a situation analysis method often used. The definition of SWOT analysis is the process of systematically identifying various factors to make a business strategy. This analysis is based on the logic that can optimize strengths and opportunities and at the same time help to reduce weaknesses and threats.

Strengths: It has a private course program, flexible schedule, has a variety of learning programs, teachers come home and can be for all ages and genders. **Weaknesses:** The scope of face-to-face meetings is still in Sidoarjo and Surabaya, does not have a strong enough brand and does not yet have official permission from the government. **Opportunities:** PSBB rules that limit religious activities, parents are worried that their children will contract COVID-19 if they study at public TPQ. The majority of the population of Sidoarjo surrounding is Muslim. **Threats:** Larger TPQ institutions open the same private programs at lower prices and sabotage students by teachers.

3.1. Design Concept

3.1.1. Creative Goals

The creative goals of TPQ Zahrotul Jannah's advertising are: first, Introducing TPQ Zahrotul Jannah widely to the people of Sidoarjo and its surroundings as a TPQ that has private learning of the Qur'an and Islam with a complete learning program, licensed teachers, flexible in time and place. Second, I am designing an attractive and targeted promotional advertisement to increase the number of TPQ Zahrotul Jannah students through digital marketing media through websites with SEO optimization techniques.

3.1.2. Media Purpose

The media website is one of the strategic efforts carried out to meet the information needs of the community. SEO-optimized website design in this plan will help companies promote TPQ Zahrotul Jannah while increasing the number of students studying. Making website design as one of the strategies used by TPQ Zahrotul Jannah to improve the image of the organization.

The website preparation process includes four elements: the installation of website components on the server, website content preparation, design creation, and SEO optimization.

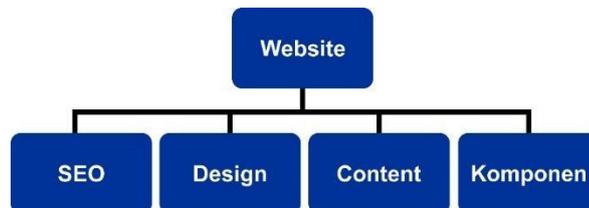


Figure 1: Website building elements

3.2. Brand Statement

The Zahrotul Jannah Education and Development Center for Al-Qur'an Science (PPPA) is an Al-Qur'an Education Park (TPQ) that provides private and group

learning to read and write the Qur'an for children or adults with basic levels. Until continued. With a target market of mothers aged 25 – 50 who live in Sidoarjo and its surroundings.



Figure 2: Zahrotul Jannah TPQ Logo

3.3. USP (Unique Selling Proposition)

It provides a variety of private and group Al-Qur'an reading and writing learning programs for children and adults that can be flexible in time or place. The learning program from TPQ Zahrotul Jannah can be adjusted to the needs and levels of students. In addition, it has a certified teacher (teaching license).

3.4. Website Components

There are five components needed for the installation of the TPQ Zahrotul Jannah website, namely:

- a. Top-Level Domain Name .id (website address)
- b. Server Hosting Support PHP MySQL (where website files are stored)
- c. Software CMS WordPress (website builder software)
- d. Plugins CMS WordPress (SEO, Custom Site, Social Sharing and Security)
- e. Theme (website display design)

The website development process can be carried out after the software, plugins, and themes are installed on the server and domain.

3.5. Website Page Content

Important information in a TPQ Zahrotul Jannah digital marketing advertisement through the website are:

3.5.1. Landing Page (homepage)

This page is on the front page of a website (home) that displays interesting promotional sentences (copywriting) originating from the unique selling proposition (USP) and brand statements so that it can attract readers to join TPQ Zahrotul Jannah.

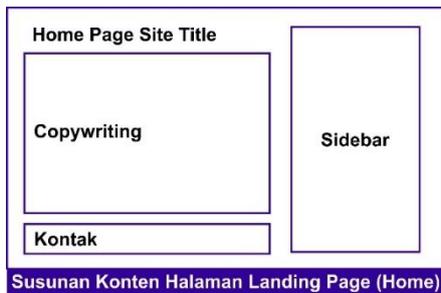


Figure 3: Content Home page

3.5.2. Profile Page

This page aims to display the company profile of TPQ Zahrotul Jannah, which helps increase the trust of potential customers in the institution because they know the details of their profile.



Figure 4: Content profile page

3.5.3. Program Page

This page aims to provide information about the learning programs available at TPQ Zahrotul Jannah. Potential customers can see the various programs provided and then matched their needs.



Figure 5: Content program page

3.5.4. Registration Page

A page that contains details of the price and number of meetings of each program at TPQ Zahrotul Jannah transparently so that prospective customers can match their meeting needs, tier choices and budget.



Figure 6: Content registration page

3.5.5. Gallery page

A page that displays photos of activities from TPQ Zahrotul Jannah, which increases the trust of potential customers and evidence of teaching and learning activities or institutional activities.

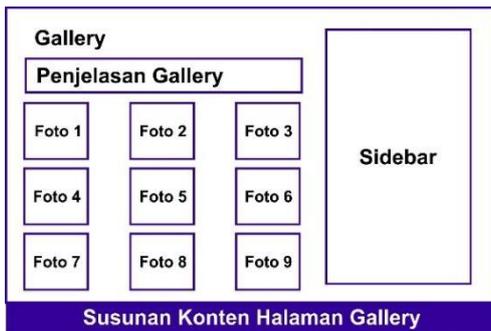


Figure 7: Content gallery page

3.5.6. Article Pages

Pages contain structured article posts such as blog posts to display the latest news on TPQ Zahrotul Jannah or various supporting articles that visitors can read while increasing the SEO factor.

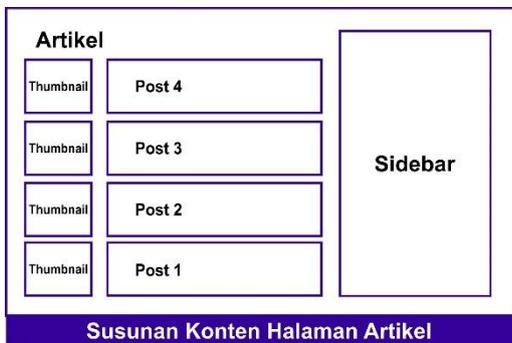


Figure 8: Content article page

3.5.7. Contact Page

A page containing information on how to contact TPQ Zahrotul Jannah for further personal communication. Load institution address and a contact person who can be reached.



Figure 9: Content contact page

3.5.8. Career Page

A page containing an invitation to join as a teaching partner of TPQ Zahrotul Jannah or information on available job vacancies.



Figure 10: Content career page

3.5.9. Post Pages

Pages that contain details of additional information that appear on the website are displayed in a timeline.

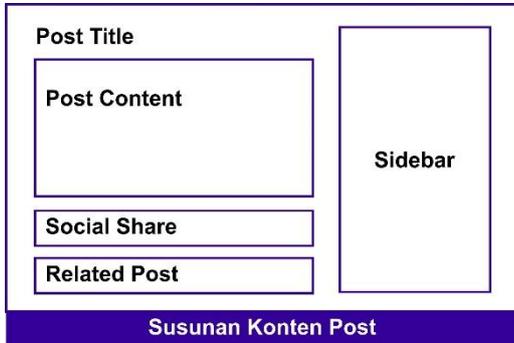


Figure 11: Content post page

3.5.10. External Link

Link loads a page to another site from the TPQ Zahrotul Jannah website, which is valid. On the TPQ Zahrotul Jannah website, this external link refers to TPQ Zahrotul Jannah's social media (Twitter, Youtube, Facebook and Instagram), site search, google map and WhatsApp account.

3.6. Sitemap

A sitemap is a site map for reference for website builders, website readers or search engine crawlers that function to map website content.

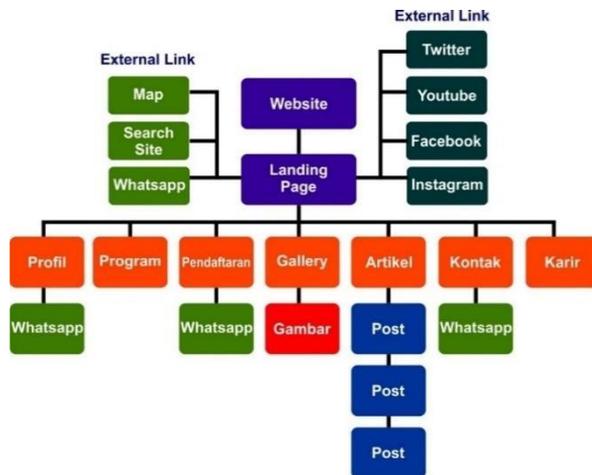


Figure 12: Website sitemap TPQ Zahrotul Jannah

3.7. Website Layout Design

Website TPQ Zahrotul Jannah is laid out in a size of 1366 x 768 pixels (widescreen) but is accompanied by responsive layout features so that the website layout can change according to the shape and size of the user's screen. Layout what I use is a two-column right sidebar with a custom header.

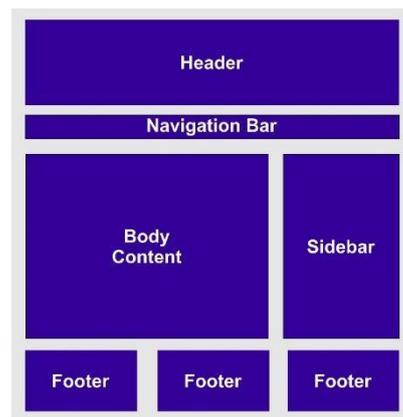


Figure 13: TPQ Zahrotul Jannah website design layout

3.8. Website Theme

The author chose the RIBOSOME WordPress theme as the website display theme because it supports

a designed, responsive, SEO friendly, custom header and navigation bar layout.



Figure 14: Ribosome WordPress theme

3.9. Website Navigation Bar

The navigation bar on the website serves to put the menu to go to the website's main page. The menu arrangement on the TPQ Zahrotul Jannah website is as follows.



Figure 15: Arrangement of menu website TPQ Zahrotul Jannah

3.10. Promotional Flash

It is a flashy promotion to encourage visitors to take the action the advertiser wants them to take. The author uses the free trial as a platform to get people interested in the ad and lead to a purchase or trial. The author puts it in the sidebar and at the end of the home page.



Figure 16: Flash ad promotion TPQ Zahrotul Jannah

3.11. Website Headers

Website headers this is the first part of the website that visitors see. So that this section needs to be designed that is attractive and makes visitors want to read more.

The author creates an advertising message in the website header concerning the unique selling proposition (USP) of TPQ Zahrotul Jannah.



Figure 17: Header TPQ Zahrotul Jannah website

3.12. Website Sidebar

Serves to display tools or other information from the website in the form of widgets installed.



Figure 18: Sidebar widget website TPQ Zahrotul Jannah

3.13. Website Footer

Website Footer TPQ Zahrotul Jannah is divided into three sections: the first contains copyright and

social media, the second section includes the institution's profile, and the third section contains website makers.



Figure 19: Footer TPQ Zahrotul Jannah website

3.14. Post End of Entries

The last page of each post has the final duplicate entry, which contains likes, social shares, related posts, tags and the breadcrumb navigator.

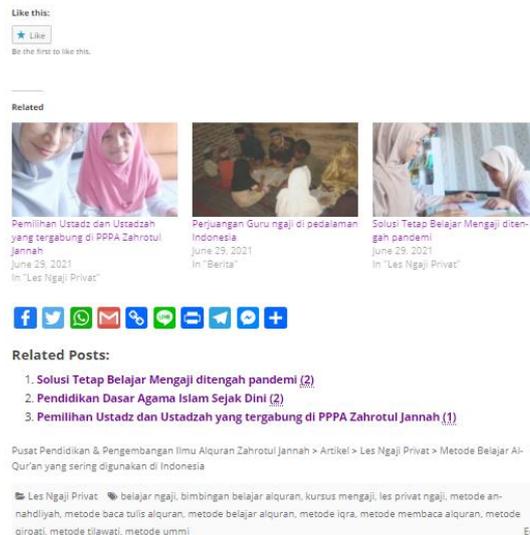


Figure 20: Post end of entries website

3.15. On-page SEO

In Search Engine Optimization (SEO) techniques, keyword determination is essential because it affects the search process in search engines, so it is necessary to determine the right keywords from the research results. These keywords must have searchers and visitors, not from the effects of their estimates.

The author researches Google suggestion search in the selection process to find out the keywords often searched for by visitors. In addition, the author uses Google Trends to find out the volume of keywords and the location of the most searchers.

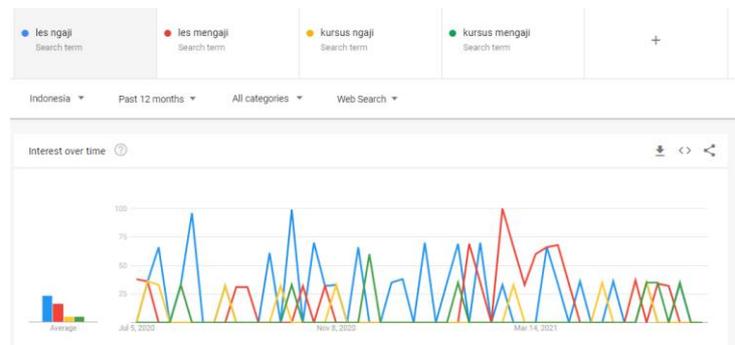


Figure 21: Primary keyword research from google trends

Based on this research, the keyword "les Koran" has the highest search volume. So it is set to be the primary keyword.

b. Secondary Keywords

It is a development of the primary keyword. Usually use objects or descriptions. In determining secondary keywords, the author uses Google suggestion search to match secondary keywords that searchers often use. The author uses the secondary keyword "Sidoarjo private Koranic lessons".

3.16. Keyword Research

a. Primary Keywords

It consists of 2 words or three main words. To determine primary keywords, the author first decides two main keyword options based on the products being sold, namely "recitation courses" and "religious lessons", to conduct comparative research on search volume and the most searched locations through Google Trends.



Figure 22: Secondary keyword research process

c. Development Keyword

keywords outside the main keywords but still have equivalent words, other sentence forms or foreign language absorption words. Which serves to continue to support primary keywords because they still have a relatively high search volume.

Word Match	Object Example	Example Description
Koranic Course	Child	Surabaya
Studying Lessons	Teenager	Sidoarjo
Al-Qur'an Private Lessons	Mature	Syar'i
Learn the Koran	seniors	Intensive
Al-Qur'an Bimbel	Muallaf	2021
Koranic Course	Women only	Inexpensive
Koran Learning	Worker	Quality
Learn to Read the Qur'an	Foreigners	On line

Table 1: Development Keywords

Development keywords are not only used as alternative keywords; they are also used for inserting keywords in articles on website pages and alternatively determining main keywords for site title (website title), tagline (website description) and domain name.

3.17. Keyword Site Title (Site Title)

The site title has a maximum of 60 letters, the composition of which is a primary keyword combined with secondary keywords and development keywords. The site title of TPQ Zahrotul Jannah's website that has been determined is "Surabaya Sidoarjo Private Ngaji Lessons for Children and Adults".

3.18. Site Tagline Keywords (Site Description)

While the tagline is a description of the site title, it has a maximum of 160 letters and the same arrangement as the site title. The motto must be able to describe the site title briefly. The tagline that the author has written is "Learning Guidance or Private Lessons on the Koran for children and adults, cheap in Surabaya

and Sidoarjo. Al-Qur'an reading and writing course at PPPA Zahrotul Jannah".

3.19. Domain Keyword (Domain Name)

Domain name websites will be indexed in search engines, for that the need for a domain name that contains primary keywords to increase SEO factors. In addition, the domain name extension factor and the country of origin of the provider play an essential role in determining the search index.

Based on this, the TPQ Zahrotul Jannah website uses the domain name "lesprivatngaji. id". The author chose the .id extension because it is an extension of the territory of the Indonesian state.

3.20. On-Page SEO Optimization on Images

Keyword factors that are in the image title has an effect on image searches on search engines. So that the keyword research results can be placed in the image title.



Figure 23: Image title contains keywords

3.21. Off-Page SEO (Backlinks)

After the website has been designed and can be accessed via the internet, the next step is optimizing SEO Off-Page to increase ranking on search engines. The actions that the author uses are to add backlinks in the following way:

- a. Creating backlinks through social media
- b. Create backlinks through classified ad sites and directories.

- c. Create backlinks from article sharing sites.
- d. Create backlinks from blog comments or blog content.
- e. Create backlinks through forums.

Every backlink that must be created must be accompanied by anchor text (link words) in the form of keywords.



Figure 24: Backlinks from TPQ social media

In addition to these backlinks, Off-Page SEO techniques that can increase website traffic are publishing content through feeds or stories on social media. It is expected to increase visits to the website even though it cannot affect rankings.

3.22. Off-Page SEO (Indexing)

Indexing is needed so that the website can be visited and mapped by search engine crawlers.

- a. Submit to Google

Submit to google is done by submitting sitemap.xml to the google search console, which can be done from the Google kit plugin on the dashboard after previously verifying site ownership or can also be accessed manually from a browser.

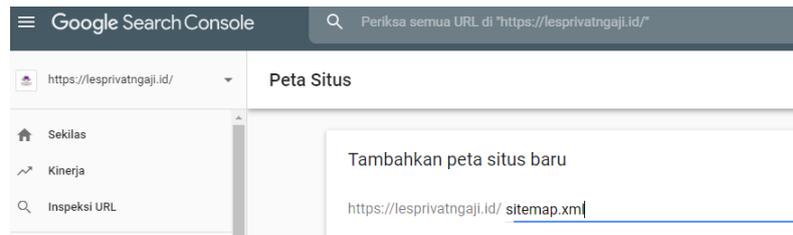


Figure 25: Submit to Google Search Console

- b. Ping Search Engines

Ping intended to notify search engine crawlers that there is a recent update of a website to search for. So it

can be indexed faster by search engines. The author uses tools from pingomatic.com to ping search engines.

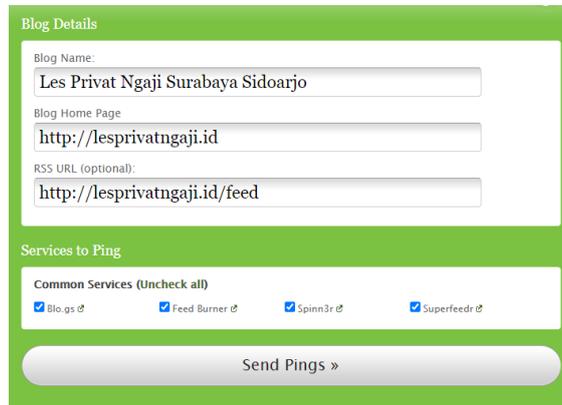


Figure 26: Send pings to search engines

3.23. Website Page Content Display

The following is the design view of the TPQ Zahrotul Jannah website page.



Figure 27: Homepage



Figure 28: Profile page

Program

TPQ Zahrotul Jannah memiliki berbagai program pembelajaran yang dapat dipilih sesuai kebutuhan santri dan tingkatannya disesuaikan dengan tingkatan santri itu sendiri saat mendaftar. Semua program pembelajaran TPQ Zahrotul Jannah untuk semua usia, baik anak-anak, remaja, dewasa dan lansia. berikut adalah program pembelajaran unggulan dari pusat pendidikan dan pengembangan ilmu Al-Qur'an Zahrotul Jannah.



Program Pembelajaran Tingkat Dasar

Baca Tulis Al-Qur'an

Figure 29: Program Page

Pendaftaran



TPQ Zahrotul Jannah menyediakan program pembelajaran les privat baca tulis Al-Qur'an yang memiliki tingkat dasar dan tingkat lanjutan, dengan keunggulan bisa fleksibel secara pertemuan, waktu dan tempat sesuai dengan permintaan santri.

Bagi yang ingin mendaftar ke program program les privat ngaji pembelajaran Al-Qur'an TPQ Zahrotul Jannah, kami menyediakan 2 metode pembelajaran, yaitu metode pembelajaran secara tatap muka secara langsung (khusus wilayah surabaya dan sidoarjo) dan metode pembelajaran tatap muka secara online yang dapat dilakukan ke seluruh Indonesia.

kami tidak membatasi usia dan gender, baik anak anak dan dewasa. khusus untuk anak-anak yang mendapat tuntunan metode pembelajaran, kami dapat menyediakan metode pembelajaran sesuai dengan sekolahnya selama tidak ada larangan dari pihak sekolah.

Berikut adalah Daftar Harga untuk Les Privat Ngaji dengan Program Dasar Tatap Muka Secara Langsung di Wilayah Surabaya Sidoarjo

Program Dasar (Baca Tulis Al-Qur'an Dan Agama Islam)				
Jumlah Pertemuan	Paket	Total Biaya Per Bulan		
		1 Jam / Sesi	1,5 Jam / Sesi	2 Jam / Sesi
2x / Bulan	Per Pertemuan	Rp. 70.000	Rp. 90.000	Rp. 105.000
	Per Bulan	Rp. 140.000	Rp. 180.000	Rp. 210.000
4x / Bulan	Per Pertemuan	Rp. 60.000	Rp. 78.000	Rp. 90.000
	Per Bulan	Rp. 240.000	Rp. 312.000	Rp. 360.000
8x / Bulan	Per Pertemuan	Rp. 55.000	Rp. 71.500	Rp. 87.500
	Per Bulan	Rp. 440.000	Rp. 572.000	Rp. 700.000

Figure 30: Registration Page

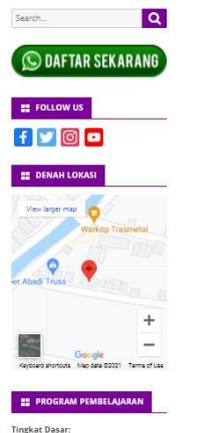
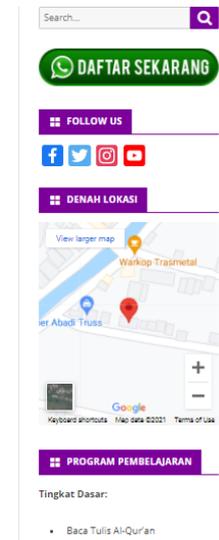
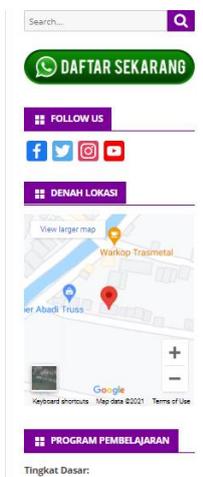
Gallery

Lembaga Les Ngaji Privat PPPA Zahrotul Jannah

Berikut adalah santri-santri dari TPQ pusat pendidikan dan pengembangan ilmu Al-Qur'an Zahrotul Jannah yang telah belajar bersama kami secara privat, untuk pendaftaran santri baru, kami menerima santri anak-anak, remaja, dewasa dan lansia.



Figure 31: Gallery Page



Kontak

Hubungi Kami PPPA Zahrotul Jannah:

Taman Pendidikan Al-Qur'an Pusat Pendidikan dan Pengembangan Ilmu Al-Qur'an Zahrotul Jannah yang memiliki kegiatan belajar mengajar ngaji secara privat untuk pemula ataupun lanjutan

Name (required)

Email (required)

Website

Message

Figure 32: Contact Page

Kesempatan berkarir di PPPA Zahrotul Jannah

Admin Marketing Officer:

Persyaratan:

- Minimal Lulusan SMA / Sederajat
- Perempuan, Beragama Islam, berhijab Max 24th
- Berdomisili di area Surabaya atau Sidoarjo
- Berakhlakul Karimah
- Diutamakan yang memiliki latar belakang pendidikan pesantren atau Sarjana Pendidikan Agama Islam
- Berpenampilan sopan dan sesuai syariat
- Menguasai dan Mampu membuat konten media sosial
- Mampu membuat desain dan video

Pengajar (Ustadz dan Ustadzah) Program Dasar:

- Memiliki syahadah program dasar baca tulis alquran, sedangkan metodenya boleh semua metode pengajaran
- Berdomisili di area surabaya dan sidoarjo
- Memiliki kendaraan sendiri dan sim c
- Memiliki hafalan minimal 12 surat pendek
- Berakhlakul Karimah
- Diutamakan yang memiliki latar belakang pendidikan pesantren
- Berpenampilan sopan dan sesuai syariat
- Bersedia untuk mengajar di jam jam yang nantinya disepakati

Figure 33: Career page

Perjuangan Guru ngaji di pedalaman Indonesia

di kota kota besar guru ngaji dan taman pendidikan al-qur'an (TPQ) cukup mudah ditemui dan kita pun dimudahkan untuk belajar mengaji baik secara grup di TPQ ataupun melalui les ngaji... [Read more >](#)

[f](#) [t](#) [w](#) [m](#) [l](#) [e](#) [s](#) [p](#) [l](#) [u](#) [s](#) [+](#)

📄 Berita 📍 guru honorer, Guru ngaji, guru ngaji honorer, guru pedalaman, pedalaman Edit

Metode Belajar Al-Qur'an yang sering digunakan di Indonesia

Dalam proses pendidikan Al-Qur'an dan agama Islam sejak dini dikenal adanya metode, yaitu suatu cara yang memudahkan seseorang pemula untuk belajar baca tulis al-qur'an. dengan adanya metode tersebut dapat menjadi... [Read more >](#)

[f](#) [t](#) [w](#) [m](#) [l](#) [e](#) [s](#) [p](#) [l](#) [u](#) [s](#) [+](#)

📄 Les Ngaji Privat 📍 belajar ngaji, bimbingan belajar alquran, kursus mengaji, les privat ngaji, metode an-nahdiyah, metode baca tulis alquran, metode belajar alquran, metode iqra, metode membaca alquran, metode qiroati, metode tilawah, metode ummi Edit

Pendidikan Dasar Agama Islam Sejak Dini

Selain program untuk baca tulis al-quran, PPPA Zahrotul Jannah menyadari bahwa pendidikan dasar... [Read more >](#)

Figure 34: Article page

Search...

DAFTAR SEKARANG

FOLLOW US

[f](#) [t](#) [i](#) [y](#) [u](#) [t](#) [t](#) [u](#) [b](#) [e](#)

DENAH LOKASI

Tingkat Dasar:

- Baca Tulis Al-Qur'an
- Pendidikan Agama Islam

Tingkat Lanjutan:

- Tilawah Al-Qur'an
- Tartil Al-Qur'an
- Tahfidzul Qur'an
- Tata Bahasa Arab
- Percakapan Bahasa Arab

RECENT POSTS

Perjuangan Guru ngaji di pedalaman Indonesia

Metode Belajar Al-Qur'an yang sering digunakan di Indonesia

Pendidikan Dasar Agama Islam Sejak Dini

Pemilihan Ustadz dan Ustadzah yang tergabung di PPPA Zahrotul Jannah

PROGRAM PEMBELAJARAN

Tingkat Dasar:

Perjuangan Guru ngaji di pedalaman Indonesia

administrator June 29, 2021 No Comments

di kota kota besar guru ngaji dan taman pendidikan al-qur'an (TPQ) cukup mudah ditemui dan kita pun dimudahkan untuk belajar mengaji baik secara grup di TPQ ataupun melalui les ngaji privat. sedangkan di daerah pedalaman jumlah tenaga guru ngaji masih sangat terbatas dan itupun masih disertai dengan segala keterbatasan, terutama masalah akses dan kesejahteraan guru ngaji.

terkadang mereka harus menempuh perjalanan berkilo kilometer untuk sampai ke lokasi TPQ, dan terkadang murid mereka sangat sedikit sekali, perjuangan yang ekstra keras. di daerah pedalaman hutan kalimantan dan hutan papua juga masih terdapat guru ngaji yang mereka harus berjuang menempuh kerasnya medan perjalanan yang tidak mudah, tapi itu semata mereka lakukan untuk memberikan ilmu agama dan ilmu belajar al-qur'an kepada putra putri penerus generasi bangsa yang ada di pedalaman tersebut.



Search...

DAFTAR SEKARANG

FOLLOW US

Facebook, Twitter, Instagram, YouTube icons

DENAH LOKASI

View larger map

Map showing location: Warkop Trasmetal, Per Abadi Truss

Keyboard shortcuts, Map data ©2021, Terms of Use

PROGRAM PEMBELAJARAN

Figure 35: Post page

3.24. Website Page Final View

Pusat Pendidikan & Pengembangan Ilmu Alquran Zahrotul Jannah

PPPA Zahrotul Jannah
Pusat Pendidikan & Pengembangan Ilmu Al-Qur'an

Mengaji Bersama Ahlinya
#dirumahaja

Belajar Al-Qur'an Untuk Siapa Saja, Kapan Saja dan Dimana Saja

HOME | PROFIL | PROGRAM | PENDAFTARAN | GALLERY | ARTIKEL | KONTAK | KARIR

Les Privat Ngaji, Kursus Belajar Al-Qur'an Untuk Anak dan Dewasa

PPPA Zahrotul Jannah
Pusat Pendidikan & Pengembangan Ilmu Al-Qur'an

Belajar Baca Tulis Al-Qur'an Untuk Siapa Saja, Dimana Saja dan Kapan Saja Bersama Ahlinya.

Program pembelajaran Al-Qur'an yang sesuai kebutuhan dan tingkatan santri dengan guru yang memiliki lisensi syahadah pengajar baca Al-Qur'an sesuai bidang keilmuan

Apakah anda ingin Belajar Ngaji Tapi Tak Punya Banyak Waktu Karena Kesibukan?
Apakah anda ingin Mengawasi Pendidikan Agama Islam Anak Anda Secara Langsung?
Apakah anda ingin tetap belajar mengaji namun Takut Kerumunan Karena sedang pandemi covid-19?
Apakah anda ingin datang ke TPQ untuk belajar mengaji tapi malu untuk datang ke TPQ umum bersama anak-anak?

Search...

DAFTAR SEKARANG

FOLLOW US

Facebook, Twitter, Instagram, YouTube icons

DENAH LOKASI

View larger map

Map showing location: Warkop Trasmetal, Per Abadi Truss

Figure 36: Final website header section design

PPPA Zahrotul Jannah
 Pusat Pendidikan & Pengembangan Ilmu Al-Qur'an

Mengaji Bersama Ahlinya
#dirumahaja

Belajar Al-Qur'an Untuk Siapa Saja, Kapan Saja dan Dimana Saja

Pendaftaran

PT. SAKTI INOVASI
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 HP/WhatsApp: 081-5332736038
 Instagram: @pppa.zahrotuljannah
 Facebook: PPPA Zahrotul Jannah

Program Dasar (Baca Tulis Al-Qur'an dan Asmaul Husna)

Program	Uraian	1 Sesi (10 Hari)	3 Sesi (30 Hari)	5 Sesi (50 Hari)
100% Al-Qur'an	Perseorangan	Rp. 140.000	Rp. 280.000	Rp. 420.000
	Perkelompok	Rp. 40.000	Rp. 120.000	Rp. 200.000
100% Asmaul Husna	Perseorangan	Rp. 140.000	Rp. 280.000	Rp. 420.000
	Perkelompok	Rp. 40.000	Rp. 120.000	Rp. 200.000
50% Al-Qur'an & 50% Asmaul Husna	Perseorangan	Rp. 280.000	Rp. 560.000	Rp. 840.000
	Perkelompok	Rp. 80.000	Rp. 240.000	Rp. 400.000
20% Al-Qur'an & 80% Asmaul Husna	Perseorangan	Rp. 560.000	Rp. 1.120.000	Rp. 1.680.000
	Perkelompok	Rp. 160.000	Rp. 480.000	Rp. 800.000
10% Al-Qur'an & 90% Asmaul Husna	Perseorangan	Rp. 1.120.000	Rp. 2.240.000	Rp. 3.360.000
	Perkelompok	Rp. 320.000	Rp. 960.000	Rp. 1.600.000

Program Lanjutan (Tilawat, Tarteel & Bahasa Arab)

Program	Uraian	1 Sesi (10 Hari)	3 Sesi (30 Hari)	5 Sesi (50 Hari)
100% Tilawat	Perseorangan	Rp. 140.000	Rp. 280.000	Rp. 420.000
	Perkelompok	Rp. 40.000	Rp. 120.000	Rp. 200.000
100% Tarteel	Perseorangan	Rp. 140.000	Rp. 280.000	Rp. 420.000
	Perkelompok	Rp. 40.000	Rp. 120.000	Rp. 200.000
100% Bahasa Arab	Perseorangan	Rp. 140.000	Rp. 280.000	Rp. 420.000
	Perkelompok	Rp. 40.000	Rp. 120.000	Rp. 200.000
50% Tilawat & 50% Tarteel	Perseorangan	Rp. 280.000	Rp. 560.000	Rp. 840.000
	Perkelompok	Rp. 80.000	Rp. 240.000	Rp. 400.000
50% Tilawat & 50% Bahasa Arab	Perseorangan	Rp. 280.000	Rp. 560.000	Rp. 840.000
	Perkelompok	Rp. 80.000	Rp. 240.000	Rp. 400.000
20% Tilawat & 80% Tarteel	Perseorangan	Rp. 560.000	Rp. 1.120.000	Rp. 1.680.000
	Perkelompok	Rp. 160.000	Rp. 480.000	Rp. 800.000
20% Tilawat & 80% Bahasa Arab	Perseorangan	Rp. 560.000	Rp. 1.120.000	Rp. 1.680.000
	Perkelompok	Rp. 160.000	Rp. 480.000	Rp. 800.000
10% Tilawat & 90% Tarteel	Perseorangan	Rp. 1.120.000	Rp. 2.240.000	Rp. 3.360.000
	Perkelompok	Rp. 320.000	Rp. 960.000	Rp. 1.600.000
10% Tilawat & 90% Bahasa Arab	Perseorangan	Rp. 1.120.000	Rp. 2.240.000	Rp. 3.360.000
	Perkelompok	Rp. 320.000	Rp. 960.000	Rp. 1.600.000

DAFTAR SEKARANG

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Figure 37: Overall website view (sample registration page)



Figure 38: Responsive display on android browser

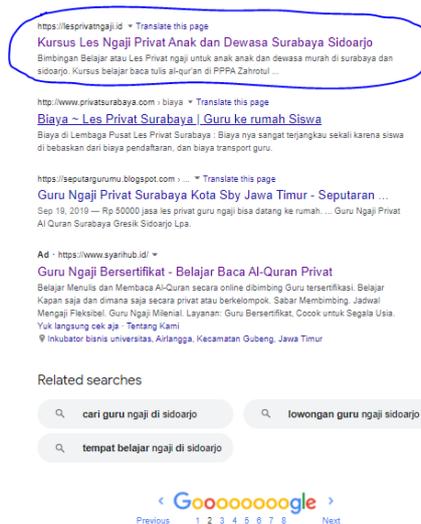


Figure 39: Website ranking test results on the Google search engine with targeted keywords on August 14, 2021

The results of the website ranking test using the keyword "Les Privat Ngaji Sidoarjo" show that the website's position is on page 2 of the Google search engine for that keyword.



Figure 40: Display on search engines

3.26. Testing the results of SEO optimization techniques on search engines

Keyword used to test the effects of SEO optimization techniques in search engine searches is

3.25. Display in search engine search

When search engine crawlers index a website, it will appear in the search index.

"Les Ngaji Private Sidoarjo". The test starts one month after being indexed by the Google search engine in incognito mode (cryptic). So the ranking obtained is the result of the order recorded on August 14, 2021.

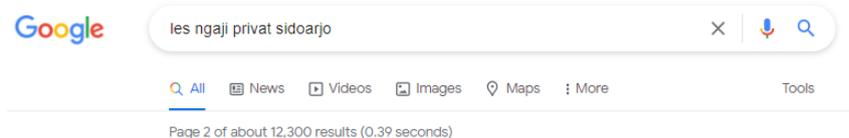


Figure 41: website ranking test on the google search engine on August 14 2021

These search results can change depending on the SEO optimization, and optimization carried out by competitor websites.

4. CONCLUSION

TPQ Zahrotul Jannah's digital marketing advertising media in the form of a website has the advantage of displaying complete information and promotions through website pages accessed via navigation menu links. The website has a domain name, and the files are placed on the hosting server so that visitors can access it online.

It is made with WordPress CMS software with a Ribosome theme that supports layout and website features required by TPQ Zahrotul Jannah. The website is optimized with SEO On-Page techniques in the form of keyword research results optimization and Off-Page SEO in backlinks and indexing.

Testing the application of SEO techniques on the TPQ Zahrotul Jannah website appears to affect the ranking in search engines. So that when searched with targeted keywords, the website ranking has increased in the top 3 pages on the test date.

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