



Research Article

Strategy for Using Flyers on Social Media as a Means to Attract Public Reading Interest

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Article Info

Received: 11 Oktober 2023

Revised: 18 Oktober 2023

Accepted: 04 November 2023

Available online: 05 November 2023

Keywords:

Flyer;

Social Media;

Reading Interest;

p_2775-2682/e_2775-2690/

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Abstract

The purpose of this study was to describe the activities of religious counselors and assess public interest in flyer media for guidance and counseling. Religious counselors were responsible for providing counseling services, developing guidance materials, and engaging in professional development. Before conducting counseling sessions, they had to prepare monographs, activity plans, guidance materials, and evaluation instruments. This qualitative study conducted observation, interviews, and documentary analysis as data collection techniques using a descriptive method. The findings indicated that religious counselors' responsibilities included preparation, counseling services, work plan development, guidance material preparation, implementation, counseling assistance, religious conflict mediation, monitoring and evaluation, cross-sector collaboration, guidance model development, and the formulation of counseling guidelines. Additionally, flyer media effectively attracted public and congregants' interest in reading, particularly when distributed as e-flyers through social media. E-flyers enabled faster, broader, and more targeted dissemination while incorporating a call to action that encouraged readers to explore further content on the religious counselor's blog.

To Cite this article:

Solikah, A., (2023). Strategy for Using Flyers on Social Media as a Means to Attract Public Reading Interest. *Journal of Education and Religious Studies*, Vol. 03 No. 03 Desember 2023. DOI: 10.57060/jers.v3i03.119

INTRODUCTION

Religious counselors are government-appointed personnel tasked with providing guidance and religious-based counseling to support national development. In carrying out their duties, state religious counselors, which is commonly referred to as Functional Religious Counselors, are assisted by Non-Civil Servant Islamic Religious Counselors, who are stationed in every sub-district (*Keputusan Dirjen Bimas Islam Nomor 504 Tabun 2022, 2022*). Religious counselors are responsible for key activities such as religious counseling, guidance development, and professional growth. However, in practice, many religious counselors struggle to fulfill all these responsibilities—not due to personal competence but rather because of the overwhelming number of duties assigned to them. There is a sense of imbalance between their workload, the time available, and the vast areas they must cover.

The target areas that religious counselors should reach include: (1) General target groups: consist of community education institutions such as Majelis Ta'lim, Quran Learning Centers (TPQ), Pondok Pesantren, and similar institutions; (2) Specific target groups: include correctional institutions, hospitals, special needs schools (SLB), social shelters, rehabilitation centers, homeless communities, beggars, and street children; and (3) Internet-based social media target groups: involve utilizing specific social media platforms managed as

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guidance and counseling media, with followers, subscribers, or audience members serving as the target groups (*Keputusan Dirjen Bimas Islam Nomor 504 Tahun 2022*, 2022).

At the beginning of their duties, religious counselors have gathered an identification of potential regions or target groups, prepared work plans, discussed program concepts, organized materials, discussed material concepts, and formulated the materials (*Peraturan Menteri Pendayagunaan Aparatur Negara Dan Reformasi Birokrasi Republik Indonesia Nomor 9 Tahun 2021 Tentang Jabatan Fungsional Penyuluh Agama*, 2021). However, after completing these initial steps, many plans are not well-executed or even entirely overlooked. This situation has become common due to numerous programs from both central and regional levels, as well as cross-sectoral initiatives, requiring religious counselors to follow up. They must implement programs from the Ministry of Religious Affairs at the national level while also fulfilling tasks from local governments, both within the Ministry and across different sectors. Many of these activities cannot be completed in just one or two instances but require continuous implementation. In fact, before one task is completed, new directives often arise.

This habit should not be left unaddressed, so religious counselors must take steps to adapt. The originally scheduled counseling sessions, which coincided with official working hours, should be moved outside those hours. Counseling that previously required large gatherings should be adjusted to private consultations. Face-to-face meetings can be replaced with virtual sessions, and spoken lectures can be transformed into written guidance. However, written counseling is less commonly practiced, mainly due to the low reading interest among target groups and the general public in Indonesia. This aligns with an opinion published by Infokom media, which stated, "Indonesian Society: Reluctant to Read but Vocal on Social Media" (Kominfo, 2019).

The low reading interest among Indonesians, which remains a national issue, is also a concern for Islamic religious counselors, as they are responsible for literacy eradication. Moreover, religion mandates its followers to read and write, with the first revealed command emphasizing this duty. Therefore, religious counselors must take steps to cultivate reading interest within society. Various factors contribute to low reading interest, including oral tradition in the form of folklore, which has long been ingrained in Indonesian culture; a school environment that treats reading as merely an academic obligation; limited access to reading materials; and unappealing reading media. A study conducted by Asep Saepudin has shown that engaging reading materials can significantly enhance public interest in reading (Ghofur & Rachma, 2019).

METHOD

This study was conducted using a qualitative approach, with data collected through observation, interviews, documentation, and triangulation. The study utilized a descriptive approach, which aims to describe opinions, explanations, information, and concepts related to the study problem. Data were obtained directly from congregants based on interview guidelines and/or documentation from informants (visitors) on the Alfy's blog. There were five informants involved in this study, all of whom were regular congregants from the Wates and Ngancar communities in Kediri. They were selected based on the urgency of the information and their positions as informants. The data required for this study include (1) the activities conducted by religious counselors in counseling and guidance and (2) the congregants' reading interest in flyer-based media used in counseling sessions. Data analysis was carried out through the stages of data reduction, data presentation, and verification.

RESULT AND DISCUSSION

Duties of Islamic Religious Counselors

Functional Islamic religious counselors play a crucial role in providing guidance and counseling within the community. Their primary duties cover various aspects, from preparing guidance materials to evaluating the outcomes of counseling sessions. In this context, religious counselors are responsible for formulating work plans and relevant guidance materials, conducting counseling sessions, and providing information and support to the community (Fandhy, 2023) (Paradipta, 2023). This aligns with Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia No. 9 of 2021, which governs the functional position of religious counselors (Fandhy, 2023).

The elements of these duties include preparing guidance materials, providing counseling or information services, developing work plans, compiling guidance materials, conducting counseling sessions, offering assistance or mediation in religious and development-related issues, monitoring and evaluating counseling outcomes, engaging in cross-sectoral collaboration, developing models or methods for guidance and

counseling, and formulating guidelines for guidance and counseling (*Peraturan Menteri Pendayagunaan Aparatur Negara Dan Reformasi Birokrasi Republik Indonesia Nomor 9 Tahun 2021 Tentang Jabatan Fungsional Penyuluh Agama*, 2021).

Based on the duties described above, the process begins with the preparation of counseling and guidance, which involves identifying information from reliable sources regarding the factual situation, issues, challenges, and potential of the target area. In this stage, religious counselors collected data from the target region, including geographical conditions, area size, religious demographics, places of worship, educational background, religious background, socio-economic conditions, local customs, and other relevant factors aligned with the objectives and potential of the counselors in the target area. After understanding the community's potential, religious counselors initiated guidance or counseling efforts. In the study area, which included the Ngancar and Wates sub-districts in Kediri Regency, the geographical conditions were characterized by rural and mountainous landscapes with fresh and clean air.

In 2022, the religious demographics in Wates were as follows: 93,577 Muslims, 2,996 Christians, and 187 Catholics. Meanwhile, in Ngancar sub-district, there were 50,299 Muslims, 1,652 Christians, 196 Catholics, and 259 Hindus. These figures indicate that Islam is the majority religion in both areas. In Wates, the Muslim community has access to 109 mosques and 376 prayer halls (*musholla*), while the Christian community has 8 churches. In Ngancar, Muslims have 55 mosques and 150 prayer halls, while Christians have 19 churches. The Catholic community has 2 churches, and the Hindu community has 2 temples (*Pura*).

Based on the religious demographics and the number of places of worship available, the communities in Wates and Ngancar sub-districts are ideally well-practicing in their faith. Additionally, the presence of Islamic mass organizations such as Muhammadiyah, Nahdlatul Ulama, and the Indonesian Islamic Preaching Institute (LDII) further reflects religious engagement among the people. Participation in these religious organizations is seen as an indication of a person's strong adherence to their faith. This perspective was shared by the leaders of Islamic organizations in Wates and Ngancar during a *halal bi halal* gathering at the local Religious Affairs Office (KUA).

People in Wates and Ngancar districts mostly attended junior high school, meaning they have basic reading and writing skills. However, their reading interest remains relatively low. They prefer to learn through observation, demonstrations, visuals, and lectures rather than reading. Various factors contribute to their lack of interest in reading, including habits, accessibility, and engagement with other forms of learning.

Based on the identification of regional potential, religious counselors then recommended the results of data collection or inventory of the target area. The findings regarding the factual situation, issues, and potential in Wates and Ngancar led to several recommendations related to the need for guidance and counseling. In addition to considering existing conditions, these needs must also align with key messages and development programs, both in the religious sector and beyond. For example, initiatives from the Ministry of Health are often integrated with programs from the Ministry of Religious Affairs. While religious counselors already have programs based on their assessments, cross-sectoral government agencies often assign them additional responsibilities.

The next step conducted by the religious counselors was identifying the needs of the target groups, primarily related to religious guidance and counseling. As service providers, religious counselors fulfill various roles, including education, information, mediation, and consultation. They served as sources of information regarding religious life, educated the community in accordance with Islamic teachings, advocated for and protected their community from threats or challenges, and provided a space for individuals to seek advice and assistance in resolving personal or religious matters.

After organizing the needs for religious guidance and counseling, religious counselors prepared materials and made themselves available to provide counseling services and information. This includes addressing the community's religious needs, from pre-marriage and marriage to post-marriage and end-of-life matters. The religious needs range from fostering harmonious families, eradicating Qur'anic illiteracy, promoting interfaith harmony and religious moderation, managing *zakat* and *waqf*, ensuring halal product certification, preventing corruption, and guiding hajj and umrah preparations. Additionally, they worked on preventing problematic religious movements, combating drug abuse (NAPZA) and HIV/AIDS, and providing information on broader development issues such as delaying early marriage, reducing stunting, and supporting immunization programs.

The next duty of religious counselors was to prepare annual and monthly work plans in the form of an operational framework. The function of a work plan was to outline the programs that religious counselors intended to implement over the course of a year or a month. A well-structured work plan helped ensure that their performance remained focused and organized. However, many religious counselors struggled to execute their work programs effectively. This challenge arose due to the continuous influx of additional tasks from the Ministry of Religious Affairs and other sectors, which arrived in succession and seemed never-ending. Time constraints further exacerbated the situation, as new tasks often emerged before the previous ones were completed. As a result, planned programs were frequently left unimplemented.

Formulating guidance and counseling materials was the next duty a religious instructor must undertake. These materials were designed to align with the needs of the target groups, ensuring that the guidance provided is relevant in terms of content, audience, and timing. A well-structured script served as a reference, helping religious counselors stay focused and deliver their messages effectively without straying off-topic. This ensured that the guidance remains clear, purposeful, and aligned with the intended objectives.

Guidance and counseling materials can be formulated in various ways, including scripts, slides, flyers, infographics, posters, and booklets. Additionally, materials can be delivered through audio and video recordings. These resources may be presented via face-to-face lectures or shared through social media, often referred to as guidance and counseling through information technology. In this context, religious counselors also play a role in developing guidance models and methods that align with community needs while creating accessible reference materials for a wider audience (Hasanah, 2021).

The next duty involved providing assistance in religious and community development issues, mediating religious and social conflicts, formulating evaluation instruments, conducting evaluations of guidance and counseling programs, identifying the need for cross-sectoral collaboration with the government, developing collaboration models, implementing and evaluating cross-sectoral cooperation, designing guidance and counseling models, developing methods, and compiling guidelines. One of the key responsibilities of religious counselors was facilitating cross-sectoral collaboration, which is essential for optimizing the impact of guidance programs and addressing community challenges. Studies have shown that cooperation between religious counselors and sectors, such as education and health, can significantly enhance the effectiveness of counseling programs. However, carrying out these responsibilities is not easy, as they require considerable time and effort. There often seems to be a mismatch between planned programs and the realities faced in the field.

Media Flyer as a Tool to Attract Public Reading Interest

A flyer is one of the most commonly used promotional media by companies to market their brand or product. Flyers are frequently distributed at various events and are similar to brochures and pamphlets. However, while brochures are usually larger, flyers are generally A4-sized without folds. Their content is typically more concise and direct compared to other promotional media. For religious counselors, the promotional aspect comes in the form of religious and community education, which is crucial. If not the counselors themselves, who else would promote their educational materials? The initiative to promote religious education through flyers is deliberately taken to engage the target community and encourage interest in the materials presented by religious counselors.

A flyer is a printed promotional medium designed to convey information about a brand, product, or service. The difference between a flyer, a brochure, and a poster lies in the content. A flyer provides more detailed information compared to the other two. Its function is not only limited to promotion but also plays a role in increasing brand awareness, helping the target audience gain a better understanding of the offered product or service. Additionally, a flyer serves as an effective tool for directly reaching potential consumers and encouraging them to take action (Iqbal, 2022). Through flyers, religious counselors can personally gain more recognition and acknowledgment from the target community. Introducing oneself to the community is essential, as it helps build familiarity and establishes a sense of accountability for the religious instructor. This recognition not only enhances trust but also encourages greater engagement from the community in the guidance and counseling process.

In digital marketing, flyers serve as practical promotional media and can be found at various events and locations such as markets, shopping centers, exhibitions, and more. Similarly, as a religious instructor, the author uses flyers to promote educational and informational content. Religious education is essential for the

community, even if they are not yet aware of their own needs. For example, someone might be struggling with the issue of their private matters being exposed. Upon accidentally reading a flyer about the dangers of *riya'* (showing off in worship), they may realize the cause and eventually abandon the habit of *riya'* (Bahaya Riya', 2021).

Companies continue to use flyers as a promotional medium due to several advantages: (1) They contain complete information about a brand or product despite their small size; (2) They are easy to distribute; (3) They provide a brief overview of the brand or product to potential consumers; (4) Readers can control their reading pace; (5) The information in a flyer can be reread carefully; (6) They allow for thorough and effective information absorption; (7) They reach a wider audience; (8) They help reduce promotional costs; (9) In terms of distribution, e-flyers are faster, more widespread, and more targeted toward their recipients (Pahlephi, 2023).

Several advantages of company flyers can be applied to religious counseling services. Through flyers: (1) Jama'ah receive complete guidance material despite its small size; (2) They are easy to share, especially as the flyers created by the author are digital (e-flyers) and shared via social media (WhatsApp, Facebook, Instagram, Twitter, Academia.edu, and blogs); (3) They provide a brief introduction to the author and the counseling material; (4) Readers can access them anytime and anywhere as long as they have a smartphone, which is an essential part of modern life; (5) Jama'ah can reread the material if they do not fully understand it; (6) Information absorption becomes more effective since all materials are accessible in-depth through the author's blog; (7) They reach a broader audience, from infants to the elderly, both within the local community and internationally, as long as they can read and use a device; (8) They reduce operational costs, requiring only an internet connection; (9) In terms of distribution, flyers shared via social networks are faster, more widespread, and more targeted to their recipients.

Every advantage comes with certain drawbacks. Although flyers have proven effective, they also have some limitations as a promotional medium. These include: (1) Requiring reading and attention skills from the recipients; (2) Demanding imagination to process the information within the flyer; (3) Being easily ignored if the design is not visually appealing; (4) Conventional printed flyers can contribute to environmental waste if discarded immediately (Demanda, 2022). Similarly, the flyers created by the author for guidance or counseling also have certain drawbacks. They require additional explanations provided on the blog specifically created by the author. These flyers are intentionally designed to spark curiosity, encouraging readers to explore the more detailed material presented on the blog.

Creating a flyer should not be done carelessly, as a poorly designed flyer may fail to deliver information effectively and waste the advertising budget. To ensure its effectiveness, several key aspects should be considered, such as seeking references from existing flyers for inspiration, paying attention to color combinations to enhance visual appeal and readability, and prioritizing brand identity to make it easily recognizable. Additionally, determining the content with clear and concise information, using a strong headline and call to action (CTA) to attract attention and encourage action, and reviewing the flyer before distribution to check for errors in content, design, and layout are crucial steps. By considering these aspects, a flyer can effectively communicate its intended message and engage the target audience (Himma, 2022).

The first step in designing an effective promotional flyer for guidance and counseling is gathering references. These references help determine the flyer's design and content layout. The choice of flyer type in guidance and counseling should align with both the material and the target audience. For instance, when targeting young people, using trendy colors can significantly enhance attractiveness and engagement. As times change, flyers as a promotional medium continue to evolve, becoming more distinctive. Therefore, researching current flyer design trends and applying the ATM method (*Amati, Tiru, Modifikasi*—Observe, Imitate, Modify) is essential. By analyzing, replicating, and adapting popular flyer styles, counselors can create visually appealing materials that effectively capture the audience's attention and support the objectives of guidance and counseling.

The second important aspect to consider when creating a flyer is color combination. While black-and-white flyers are an option, using specific colors can attract more attention. Choosing the right color scheme should align with the image and message that the flyer aims to convey, especially for religious instructor services. For instance, when designing a flyer for religious guidance services, pastel colors—which are currently popular among young people—can be a great choice. These colors give a clean, neat, and appealing impression, making the flyer more visually attractive. However, it is important not to use too many color combinations, as

this may overwhelm the reader and make the content harder to digest. Simplicity and clarity should always be prioritized.

The third crucial aspect to consider when creating a flyer is prioritizing brand or product identity. As mentioned earlier, in the context of religious instructor, the “brand” refers to the religious instructor, while the “product” is the guidance or counseling material being delivered. Additionally, the color selection should be aligned with the preferences of the target audience (Ali, 2019). The flyer’s content and layout should reflect both the essence of the material and the role of a religious instructor as an educator.

The fourth essential aspect to consider when creating a flyer is its content. The material presented in a flyer is one of its main focuses, as it directly conveys information to the target audience. Therefore, the content should be concise and to the point, ensuring that the message is easily understood. Similarly, in guidance and counseling flyers, the information should be brief yet impactful. A well-crafted, short yet engaging message can pique the audience’s curiosity, encouraging them to search for more details via the provided link. A study carried out by Mariyani and Sinurat has shown that flyers are an effective educational tool, particularly in increasing knowledge and awareness, such as their study on mothers’ knowledge improvement through flyer media (Sinurat, 2022).

Another crucial aspect to consider when creating a flyer is the headline and Call to Action (CTA). A headline is the main focal sentence usually placed at the top of the flyer. Its function is to grab the reader’s attention instantly. A well-crafted headline should be concise, engaging, and relevant to the target audience. Meanwhile, CTA (Call to Action) is a persuasive phrase that encourages the audience to take a specific action (Moeljadi, 2021). Both headline and CTA (Call to Action) must be present in a flyer. A compelling headline increases the likelihood that readers will be interested in reading the entire flyer. Once they have read the content, they will encounter a CTA at the bottom, prompting them to take action, such as visiting a website, checking social media, or accessing additional resources. In the context of religious guidance flyers, after jama’ah finishes reading the flyer, they will be directed to the CTA, which in this case is the author’s provided link.

Another crucial step in creating a flyer is thoroughly reviewing it before printing or sharing it online. Errors can occur during the design process, such as typos, layout issues, or unclear messages. Therefore, a final check is essential before distributing it. This also applies to e-flyers shared on social media. A well-designed and error-free flyer ensures clarity and enhances the reader’s experience, making them more likely to engage with the content.

The effectiveness of flyer media on social media in increasing people’s reading interest is an increasingly relevant topic in today’s digital era. Social media, as a vast and interactive platform, offers significant opportunities for disseminating information and promoting literacy activities. In this context, the use of digital flyers can be an effective tool to capture public attention and enhance reading interest.

First, social media has the ability to reach a wider audience compared to traditional methods. A study showed that using social media as a communication and promotional tool can enhance the effectiveness of information dissemination to the public (Dratistiana, 2023). In the context of guidance and counseling programs, flyers shared through platforms like Instagram or Facebook can attract users’ attention in a more engaging and interactive way (Taufik et al., 2023). Moreover, the right marketing strategy on social media can enhance program visibility and encourage community participation (Firmansyah, 2023).

Secondly, the effectiveness of using flyers on social media is also influenced by attractive design and engaging content. A study indicated that compelling and relevant content can enhance user engagement, which in turn can increase reading interest (Maulidina, 2023). For example, flyers that incorporate strong visual elements and clear information can capture the audience’s attention and encourage them to seek further details about the programs offered (Maria et al., 2019). Therefore, it is essential to design flyers with visual and textual elements that attract attention and facilitate information comprehension.

Furthermore, social media interactions also contribute to the effectiveness of flyers. Social media allows users to engage with content through comments, likes, and shares, which can amplify information dissemination (Siagian et al., 2020). Thus, flyers shared on social media serve not only as promotional tools but also as a means to build a more active reading community (Haryanto & Dewi, 2020). A study suggested that user engagement on social media positively impacts reading interest, as users feel more connected to the content they consumed (Primanto & Rahman, 2019).

Finally, it is essential to consider evaluation strategies to measure the effectiveness of using flyers on social media. Previous studies indicated that effectiveness can be assessed through surveys or analysis of social media interaction data (Fauziyyah & Rina, 2020). By understanding how the audience responds to shared flyers, program organizers can make necessary adjustments to improve their promotional strategies in the future (Dewi, 2023).

Overall, the use of digital flyers on social media holds great potential for increasing public reading interest. By leveraging the power of social media, designing engaging content, and encouraging interaction, guidance and counseling programs can reach a broader audience and enhance community participation in literacy activities.

CONCLUSION

The duties of religious counselors in conducting guidance and counseling for the community begin with preparation, providing counseling and information services, developing work plans, preparing guidance materials, implementing guidance sessions, offering assistance and mediation for religious issues, monitoring and evaluating the programs, conducting cross-sectoral collaborations, developing guidance models, and formulating guidelines for guidance and counseling.

Flyers can effectively attract public interest in reading, especially when shared via social media as e-flyers. These digital flyers spread quickly, extensively, and directly target the intended audience. Additionally, incorporating a call to action encourages readers to visit the author's blog for further exploration of the topics presented.

ACKNOWLEDGEMENT

This journal article was written by Alfiatu Solikah from the Islamic Education Study Program, based on research funded by Sekolah Tinggi Ilmu Tarbiyah Muhammadiyah Kediri, Indonesia. The content of this article is entirely the responsibility of the author.

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