

## ABSTRACT

*Darul Muttaqin Islamic Boarding School is one of the free boarding schools in Banyumas that still uses classical learning methods, founded in 1998 AD, in Kebasen, Banyumas. However, carrying out promotions is considered less effective due to limited costs and insight into promotions which only use word of mouth marketing methods and calendar print media. The aim of designing Instagram content as an effort to increase the promotion of the Darul Muttaqin Banyumas Islamic Boarding School is to introduce it to the wider community. The research method used is descriptive qualitative with data collection techniques in the form of observation, interviews, documentation and literature study. The result of this design is an increase in promotional media with the concept of creating interesting and informative content through Instagram media which creates feeds, reels and Instagram story design content. Meanwhile, the supporting media used are sarongs, prayer mats, peci, perfume and digital and printed stickers.*

**Keywords: Islamic Boarding School, Classical Learning Method, Instagram.**