

ABSTRAK

Anisa Sapitri : Strategi Komunikasi Attaqwa Store dalam Membangun Citra Produk Mushaf Al-Qur'an Kisah (Studi Deskriptif Pada Mushaf Al-Qur'an Kisah “*The Fantastic Adventure*”)

Persaingan dunia bisnis yang semakin kompetitif mendorong perusahaan untuk membangun citra produk yang positif di mata masyarakat. Attaqwa Store menerapkan strategi komunikasi dalam membangun citra produk Mushaf Al-Qur'an Kisah “*The Fantastic Adventure*” melalui nilai edukatif, *storytelling*, dan pemanfaatan media digital. Penerapan strategi komunikasi tersebut menjadi menarik untuk diteliti karena menunjukkan upaya perusahaan dalam membangun persepsi positif terhadap produk di tengah persaingan bisnis.

Penelitian ini bertujuan untuk mengetahui strategi komunikasi Attaqwa Store dalam membangun citra produk mushaf Al-Qur'an Kisah “*The Fantastic Adventure*” melalui analisis teori *footing* dari Erving Goffman yang dikembangkan Kriyantono dalam kajian *public relations* yang terdiri dari tiga elemen yaitu *principal*, *author*, dan *animator*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif untuk menjelaskan secara mendalam suatu fenomena. Penelitian ini berlandaskan paradigma konstruktivisme yang berupaya memahami bagaimana individu memberikan makna terhadap pengalaman mereka dalam konteks yang spesifik. Pengumpulan data dilakukan melalui wawancara mendalam serta observasi partisipasi pasif untuk memperoleh gambaran yang menyeluruh mengenai objek penelitian.

Hasil penelitian menunjukkan bahwa strategi komunikasi Attaqwa Store dalam membangun citra produk mushaf Al-Qur'an Kisah “*The Fantastic Adventure*” terbentuk melalui tiga elemen *footing*, yaitu : (1) Peran *Principal* dilakukan oleh AlQosbah sebagai pihak yang menentukan nilai, identitas, dan konsep produk melalui *positioning* sebagai pelopor Al-Qur'an kisah dan hikmah di Indonesia serta (2) Peran *Author* dilakukan oleh AlQosbah melalui tim RnD dalam menyusun pesan inti, kemudian dikembangkan oleh Attaqwa Store ke dalam berbagai bentuk komunikasi digital seperti konten promosi, *caption*, dan pengemasan pesan, serta (3) Peran *Animator* dilakukan oleh Attaqwa Store melalui penyampaian pesan kepada audiens dalam bentuk *live streaming* dan konten media digital yang interaktif. Ketiga elemen tersebut saling berkaitan dalam membentuk citra produk sebagai mushaf Al-Qur'an kisah yang edukatif, inovatif, dan mudah diterima oleh masyarakat.

Kata Kunci: Strategi Komunikasi, Citra Produk, Mushaf Al-Qur'an Kisah

ABSTRACT

Anisa Sapitri: *Attaqwa Store's Communication Strategy in Building the Image of the Quranic Story Mushaf Product (Descriptive Study on the Quranic Story Mushaf "The Fantastic Adventure")*

The increasingly competitive business environment is driving companies to build a positive product image in the eyes of the public. Attaqwa Store has implemented a communication strategy to build the image of its "The Fantastic Adventure" Qur'an through educational value, storytelling, and the use of digital media. The implementation of this communication strategy is an interesting topic for research because it demonstrates the company's efforts to foster a positive perception of its product amid business competition.

This study aims to determine Attaqwa Store's communication strategy in building the image of the Quranic Mushaf Stories "The Fantastic Adventure" through an analysis of Erving Goffman's footing theory, developed by Kriyantono in public relations studies, which consists of three elements: principal, author, and animator.

This research uses a qualitative approach with descriptive methods to explain a phenomenon in depth. This research is based on a constructivist paradigm that seeks to understand how individuals give meaning to their experiences in specific contexts. Data collection was conducted through in-depth interviews and passive participant observation to obtain a comprehensive picture of the research object.

The results of the study indicate that Attaqwa Store's communication strategy in building the image of the Al-Qur'an Mushaf "The Fantastic Adventure" is formed through three footing elements: (1) The Principal role is played by AlQosbah as the party that determines the value, identity, and concept of the product through positioning it as a pioneer of Al-Qur'an stories and wisdom in Indonesia; and (2) The Author role is played by AlQosbah through the R&D team in compiling the core message, which is then developed by Attaqwa Store into various forms of digital communication such as promotional content, captions, and message packaging. And (3) The Animator role is played by Attaqwa Store by delivering the message to the audience through live streaming and interactive digital media content. These three elements are interconnected in shaping the product's image as an educational, innovative, and easily accepted Quranic story book.

Keywords: *Communication Strategy, Product Image, Mushaf Al-Quran Stories*