

ABSTRACT

RE-DESIGN OF AL-MUKMIN FEMALE BOARDING SCHOOL AT NGRUKI, SUKOHARJO

Yashifa Sahara Achinza

*Interior Design Major, Faculty of Creative Industries, Telkom
University*

*1 Telekomunikasi Street, Terusan Buah Batu, Sukapura, Bandung
City, Jawa Barat Province, Postal Code 40257*

Islamic boarding school is an educational facility that specializes in studying Islamic teachings more deeply. One of the traditional boarding schools that can be found in Sukoharjo, Central Java is the Al-Mukmin Islamic Boarding School. This boarding school can be said to be traditional because it still uses the yellow book as the basis of its learning, and based on the existing regulations in boarding schools, using the rules that apply to traditional boarding schools in general. At present Islamic boarding schools in Sukoharjo Regency number 54 of 3,787 Islamic boarding schools in Central Java, according to the Islamic Boarding School Database of the Ministry of Religion, 2019. Islamic Boarding Schools Al-Mukmin protect men and women, but for this design only focus on female gender only. For gender segregation is supported by site segregation, where there are specific sites for women and special sites for men. Based on the results of interviews and surveys conducted observations in the three comparative studies, which are located in Bandung's Al-Aziz Islamic Boarding School, Bogor's Al-Kahfi Islamic Boarding School, and Bogor's Al-Kausar Islamic Boarding School. Analysis of the Corporate Identity / Branding approach shows that only the Al-Kausar Islamic Boarding School High School has implemented the Corporate Identity approach. For this reason, in order to accommodate aspects of the existing problems, the Redesign of Islamic Boarding School was designed in Ngruki, Sukoharjo. With consideration of meeting the standards of the Ministry of Education of 2007, The Ministry of Education and Culture of 2011, and also the consideration of several comparative study locations surveyed.

Based on the results of interviews and surveys conducted at three appeals studios, which were placed in Al-Aziz High School Islamic Boarding School in Bandung, Al-Kahfi High School Islamic Boarding School in Bogor, and Al-Kausar High School Islamic Boarding School in Bogor. Analysis of Company Identity only shows the Al-Kausar High School Boarding School which has requested Company Identity. For this reason, in order to accommodate the existing aspects, the Redesign Islamic Boarding School was designed in Ngruki, Sukoharjo. With the hope of meeting the 2007 cement education standards, cement education and culture in 2011, and also the consideration of several comparative study locations surveyed. The purpose of this design is zoning of space in accordance with the number of users in dormitory buildings, schools and offices.

The design methodology used was data collection from Al-Aziz High School Islamic Boarding School in Bandung, Bogor Al-Kausar High School Islamic Boarding School, Al-Kahfi High School Islamic Boarding School in Bogor. The methods used in addition to collecting data are observation, interviews, study of literature which includes literature from books and journals that are related, as well as activity studies, comparative studies, analyzes, concepts and outputs. This design agreement uses Company Identity approval. Corporate Identity is the differentiator of one company with another company in the eyes of clients or consumers. Aims to create an impression or image that can be an attraction of a company. The company's identity reflects the character or personality of the company. The components in the Company Identity are logos, typography, merchandise, awareness of the expected brand, image of the brand, and color. Regarding those taken from these components that will be applied to this design are logos, typography, brand image, and color.

Keywords: Boarding School, Corporate Identity