

NEW DESIGN OF THE ISLAMIC BUSINESS MANAGEMENT COLLEGE IN MALANG WITH A BRAND IDENTITY APPROACH

ABSTRACT

Malang City, known as the City of Education or Student City, has a strong identity as an educational center in East Java, supported by numerous universities and religious educational institutions. With a majority of the population being Muslim, Malang City requires sharia-based education, particularly in management and economics. Currently, there is no Islamic Business Management College (STEMBI) in Malang, which has the potential to meet this educational need. The development of STEMBI in Malang could support the growth of the sharia business and finance sector, as well as open opportunities for collaboration with existing educational institutions. However, STEMBI in Bandung faces challenges in building strong brand awareness and brand identity, which are essential for attracting prospective students. Therefore, the new design of STEMBI in Malang, with a focus on Brand Identity, is expected to enhance brand awareness, attract new students, and improve the quality and accreditation of the institution. This research aims to create a distinctive character for STEMBI that sets it apart from other educational institutions.

Keywords: *Islamic Business Management College, Brand Identity, New Design, Interior Design*