

ABSTRACT

SDIT ASSA'IDIYYAH BRAND IDENTITY DESIGN AND ITS IMPLEMENTATION ON PROMOTIONAL MEDIA

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Basic education is an important foundation for the formation of children's character, therefore parents need to carefully choose where their children will receive basic education. Islamic school is an alternative education with a teaching concept based on the Qur'an and Sunnah. Islamic schools provide teaching about religion and monotheism, thus helping children to build a solid religious foundation in the hope that it can become a filter to avoid moral violations. SDIT Assa'idiyyah is an Islamic school located in Bandung Regency, founded in 2006 and is still adapting in terms of marketing and promotion. The lack of resources causes the lack of management of some of the promotional media they have. In addition, the lack of consistency in the design system for promotional content causes low public awareness of SDIT Assa'idiyyah because the brand identity that is owned does not yet have a strong character. This study aims to explain the process of designing brand identity and its application to promotional media using visual communication design principles. to optimize the marketing of SDIT Assa'idiyyah. This research is a descriptive research with a qualitative approach. Data collection methods are carried out by means of observation, interviews, questionnaires, and literature study. The data obtained were then analyzed using comparative matrix analysis and SWOT analysis with reference to three main topics, namely brand, promotional media and visual communication design. The study of these three topics are very useful for understanding how to design a good brand identity and choosing the right promotional media to achieve the goals that have been set, and is expected to be the right solution for existing problems. The results of this research are expected to be useful for the promotion activities and the functions of SDIT Assa'idiyyah as educational institutions in providing Islamic-based basic education to the community.

Keywords: *Branding, Brand Identity, Promotional Media, Visual Communication Design, Education, Basic Education, Islamic School.*