

Abstract

Many of us agree that children are the generation's successors. As time goes by, the elements of education, and the people's understanding of education is evolving. Society needs education that meets its generally held values, especially religious values. Many sends their children to religious schools. However, religious values are not the only values held generally by society. With this, SIAS presents itself as an education provider which adheres closely to Islamic values, nature, and inclusion ; education for all, without discrimination. SIAS has real potential to positions itself as an interactive Islamic School, and able to attract the attention of people. Even so, SIAS' current branding is unable to represent SIAS and the values it promotes to the wider community, especially it's target audience. In this way, this research is designed to help increase enrollment to SIAS, which has declined in the past few years. This research uses qualitative methods, so the data and design result can be addressed more accurately to target audience, and also aims for the newly designed branding can be delivered properly. The result of this research is new branding for SIAS, and expected to help SIAS' significant result increase in it's promotional efforts and information needs.

Keywords : islamic school, branding, creative strategies.