

ABSTRACT

DESIGN OF CANGKUANG KULON VILLAGE HEAD OFFICE IN BANDUNG REGENCY WITH CORPORATE IDENTITY APPROACH

The village government of Cangkuang Kulon is a government agency that provides public services (administrative and non-administrative) to the village community in accordance with the mandate of Law Number 6 of 2014 concerning Villages. The services provided by the Cangkuang Kulon village government consist of population administration services, welfare administration, financial administration, development and in the non-administrative field there are futsal and badminton sports facilities. The Cangkuang Kulon village government complex has several buildings to support service activities to the community. However, the fact is that these buildings have not implemented the standardization of government-owned buildings in the Minister of PUPR Regulation No. 30/PRT/M, and there are issues regarding the procurement of new village library facilities with the condition of the existing buildings, and do not reflect the government's image in accordance with the agency's vision and mission and elements. corporate identity. In this design, the writer uses qualitative research methods and makes direct observations in the field to obtain the required data. The design approach used to provide solutions in this design is the corporate identity approach. This approach is used to give a good image to the village community and carry out the vision and mission, mandated by Law Number 6 of 2014 and meet government building standards. However, with the current COVID-19 pandemic conditions, public service facilities are required to implement the Covid 19 health standard recommended by the government, so that the resulting designs can be used properly and prevent the spread of the COVID-19 virus.

Keyword : Corporate identity, Covid-19 pandemic, Village government, Service