

ABSTRACT

NEW RECTOR'S OFFICE INTERIOR DESIGN OF STATE ISLAMIC UNIVERSITY CAMPUS 2 SUNAN GUNUNG DJATI BANDUNG

UIN Sunan Gunung Djati Bandung has two university branches located in Cibiru sub-district and Gedebage sub-district, Bandung. The design object taken is the Rector Building for Campus 2 belonging to UIN Sunan Gunung Djati Bandung, which is located in the Gedebage sub-district. The campus 2 rector building is different from the campus 1 rectorate building which is in the Cibiru district. The two buildings have different identities, purposes and users. Therefore, the needs and facilities of users in it need to be considered based on the standardization of state buildings in the Regulation of the Minister of Public Works and Public Housing of the Republic of Indonesia No. 22/PRT/M/2018 and Presidential Regulation No. 73 of 2011. However, the fact is that the campus 2 rector building is not meet the standard of space equivalent to Echelon IA space. Due to these problems, the campus 2 rector building was designed with a brand identity approach that focuses on highlighting identity by taking into account the needs and facilities of users with consideration based on a building area that is less than standard. Then there are considerations for adding and reducing space according to the user.

Keywords : Chancellor's office, Brand identity, User facilities, UIN Sunan Gunung Djati Bandung