

ABSTRACT

NEW DESIGN OF INTERIOR CINTA QURAN CENTER TANGERANG OFFICE WITH CORPORATE IDENTITY APPROACH

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At present, pesantren which are known as places for students to deepen religious knowledge without having a pattern / following kiyai gradually become more systematic and more advanced with the times. Changes from ordinary pesantren to modern pesantren need attention. Cinta Quran Center is a Ma'had pesantren that focuses on Islamic da'wah and the Quran. Cinta Quran Foundation is an independent institution located in the Cinta Quran Center area located in Sector 9 Bintaro, South Tangerang. In the process, students at Cinta Quran Center are educated by lecturers and musyrif. The role of teachers and educators in implementing the vision and mission of the Cinta Quran Center Foundation (Entrepeunership, Public Speaking, Leadership) is quite important to shape the personality of students and form a distinctive image of the tahfidz pesantren foundation. The purpose of the new design of the Cinta Quran Center office is to provide the center with learning and working facilities in accordance with standards, activities, branding, and realizing interior design that can support work. For this reason, a design process is needed that accommodates the process of work and study in order to produce students who are in accordance with the vision and mission of Cinta Quran Center.

Keywords: pesantren, office, center, corporate identity