

ABSTRACT

BRAND COMMUNICATION DESIGN FOR SEKOLAH TINGGI AGAMA ISLAM (STAI) SADRA

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In this modern era, education remains a crucial aspect for every individual, as it plays a significant role in shaping competent individuals through formal education, especially when pursued at higher levels such as universities or colleges. The number of higher education institutions in Indonesia has created intense competition among them, posing a challenge for Sekolah Tinggi Agama Islam (STAI) Sadra to showcase its competitiveness among other institutions in the country. However, STAI Sadra faces difficulties in effectively delivering its messages and core values to the broader public. Furthermore, STAI Sadra lacks a consistent design concept that can highlight and strengthen its image. The final project on Brand Communication for STAI Sadra aims to develop an optimal communication strategy for the institution. Data was gathered through research methods including interviews, observations, questionnaires, and literature studies, which were used to identify the core issues. The analysis applied several theories such as Brand Communication, SWOT, AISAS, STP, and Visual Communication Design theory. The outcome of this Brand Communication final project includes the development of a design system encompassing instagram content (Feeds, Reels, and Stories), x-banners, flyers, brochures.

Keywords: Higher Education, Visual Communication Design, Brand Communication, SWOT, AISAS