

**PERANCANGAN BARU KANTOR REKTORAT UNIVERSITAS ISLAM
KALIMANTAN MUHAMAD ARSYAD AL BANJARI KABUPATEN BARITO
KUALA
DENGAN PENDEKATAN BRAND IDENTITY**

ABSTRACT

As the central hub for institutional management and decision-making, the rectorate office plays a vital role in supporting both academic and administrative operations within a university. At the Islamic University of Kalimantan Muhammad Arsyad Al Banjari (UNISKA MAB), the ongoing institutional growth has not been fully matched by improvements in physical infrastructure particularly regarding the rectorate building. The current architectural layout lacks efficiency in spatial organization, circulation, and symbolic representation of the university's identity.

This study aims to develop a redesign proposal for the UNISKA MAB rectorate building by adopting a brand identity approach that weaves Islamic values and the cultural heritage of Kalimantan into the architectural elements. The design process also adheres to spatial standards typically required for higher education office facilities, with the goal of enhancing both functional performance and workplace comfort. Ultimately, the proposed design aspires not only to improve the building's operational effectiveness but also to reinforce the visual identity of the institution as an Islamic university rooted in local wisdom.

Keyword : *Planning, Universitas Islam Kalimantan Muhammad Arsyad Al Banjari, Brand identity, Sustainable Design, Work Place*