

Signage Design “Fuadah” as An Effort to Unify Diversity in Salatiga

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Abstract

As the only state university in Salatiga, Universitas Islam Negeri (UIN) Salatiga strives to be a reference laboratory for moderate Islamic Studies in Salatiga as well as Indonesia. Although UIN Salatiga has a faculty that specializes in moderate Islam, named Faculty of Ushuluddin, Adab, and Humanities (FUADAH), the data shows that only 11% of students over 5 other faculties are interested and study there. The preliminary study done by the researcher implies the lack of socialization in the form of signage design for branding. This research aims to present and explain a "FUADAH" signage design idea using the architectural scientific approach in the realm of religious science and moderate Islam. In designing the signage, some academicians participate and give ideas by using an online form distributed by the researchers. The result of this study is a signage design and logos of FUADAH.

Keywords: Signage design, architecture, logo

Abstrak

Kota Salatiga menjadi salah satu kota yang memperoleh skor tertinggi dalam laporan Indeks Kota Toleran (IKT) 2020 yang dikeluarkan setara institute dengan perolehan skor 6.717. Hal ini didukung juga karena Salatiga memiliki dua perguruan tinggi yang menyumbang IKT tersebut menjadi tinggi yakni UKSW (Universitas Kristen Satya Wacana) dengan jumlah mahasiswa sekitar 16.000 mahasiswa dan UIN Salatiga (Universitas Islam Negeri Salatiga) dengan total mahasiswa 15.000 mahasiswa. Sebagai satu-satunya perguruan tinggi negeri di Kota Salatiga, UIN Salatiga mengupayakan menjadi rujukan laboratorium pusat studi keislaman yang moderat di Salatiga dan di Indonesia. Untuk menunjukkan citra tersebut, UIN Salatiga memiliki fakultas yang khusus mendalami islam yang moderat. Namun berdasarkan data jumlah mahasiswa UIN Salatiga, jumlah mahasiswa di fakultas tersebut hanya sekitar 11% dari total mahasiswa UIN Salatiga. Hal ini disebabkan karena animo masyarakat masih rendah, misalnya kurangnya sosialisasi dalam bentuk branding yang dikemas dalam bentuk desain penanda (signage design). Upaya yang dilakukan untuk mendapatkan ide desain diperoleh dari partisipasi seluruh sivitas akademika dengan metode

jejak pendapat dengan menggunakan g-form yang telah di setuju oleh dekan fakultas tersebut. Hasil dari perancangan berbasis riset ini berupa signage design dan logo dari Fakultas dan kondisi saat ini sudah terbangun dan hasil perancangan arsitektur ini telah dipublikasikan ke khalayak umum media sosial. Pada jurnal ini, peneliti ingin memaparkan sebuah ide desain penanda (signage design) FUADAH yang terealisasi berkat pendekatan keilmuan arsitektur di ranah bidang ilmu konsentrasi keagamaan dan keilmuan Islam Moderat di Salatiga

Kata kunci: Logo, Rancangan, Signage Design

INTRODUCTION

Lately, due to the role of socialization and social media, an identity sign of location or building became popular and turned into a trend in Indonesia. The ease of internet access may promote a location or building in the public territory as everyone can deliberately upload and share information about a place. Architectural design, here, plays a role in supporting the economic sustainability and the social conditions of an environment. The existence of an identity sign (*penanda*) designed by an architect is expected to be a trademark for rebranding a location or building.

Aside from physical development, architectural works in the form of identity signs or signage design are not only intended to be a formality of 3-dimensional letters arranged into a word but also to have their own philosophies and characteristics. Therefore, an identity sign can promote a sense of belonging and influence the surrounding community to maintain and preserve architectural work.

In a university, the importance of a “sense of belonging” acts as a form of embodiment to participate, contribute and be responsible for accomplishing its vision and mission. In the higher education context, for example, this sense needs to be felt by Civitas Academica. They include lecturers, students, education staff, security personnel, janitors, and so on. A strong sense of ownership may increase the emotional bond of the entire Civitas Academica. Moreover, as this feeling, sometimes, is achieved by eliminating sectoral barriers, the management and employees can blend into a solid Civitas Academica. They cooperate, collaborate, coordinate, and synergize together and are free from political interests.¹

¹ Noer Rohmah, “Strategi Pimpinan Dalam Peningkatan Budaya Kerja Di Perguruan Tinggi,” *J-MPI (Jurnal Manajemen Pendidikan Islam)* 1, no. 2 (December 28, 2016): 128–41, <https://doi.org/10.18860/JMPI.V1I2.3966>.

Salatiga is an old city located in the middle of Semarang Regency. Salatiga is unique because of its history and geographical location on the slopes of Mount Merbabu and is surrounded by mountains. These traits make this small city a great place to live, study, worship, and relax. In addition, Salatiga is also one of the cities that received the highest score in the 2020 Tolerant Cities Index (IKT) report issued by The Setara Institute with a score of 6,71. The high tolerance index observed in Salatiga is also supported by the fact that Salatiga has two universities that contribute to the high IKT, namely UKSW (Satya Wacana Christian University) with around 16,000 students and UIN Salatiga (Salatiga State Islamic Institute) with a total of 15,000 students.²

As the only public university in Salatiga, UIN Salatiga strives to be a reference for moderate Islamic studies in Salatiga and in Indonesia. 52 years since its inception, UIN Salatiga took the theme Road To UIN: Toward a World Class University in the era of Collaboration. To show this image, UIN Salatiga has faculties that specializes in moderate Islamic studies. They are the Faculty of Ushuluddin Adab and Humanities, the Faculty of Sharia, the Faculty of Economics and Islamic Business, the Faculty of Da'wah, and the Faculty of Education and Teacher Training. In addition to the undergraduate program, UIN Salatiga also has five postgraduate programs (S-2) and one doctoral program (S-3). One of the faculties at UIN Salatiga that predominantly studies the Qur'an and Hadith in depth is the Faculty of Ushuluddin, Adab and Humanities, which is located at Campus 2 of UIN Salatiga, Nakula Sadewa Street, Kembang Arum, Dukuh, Sidomukti District, Salatiga.³

UIN Salatiga's achievement in the field of academic community related to moderate Islamic studies is the publication of one of UIN Salatiga's scientific journals called IJIMS (Indonesian Journal of Islam and Muslim Societies). In 2022, IJIMS succeeded in becoming the first scientific journal in Indonesia indexed by Scopus and entered The Best Q1 according to Scimago. Based on the latest data, IJIMS was ranked first in Asia in the category of religious studies by Scimago Journal & Country Rank (SJR). According to data released by SJR, as of May 11, 2022, IJIMS managed to enter Q1 with a score of 0.393. With this score, IJIMS is entitled to occupy the 25th position out of 595 scientific journals in the

² CNN Indonesia, "Salatiga Kota Paling Toleran 2020 Versi Setara Institute," CNN Indonesia, February 25, 2021, <https://www.cnnindonesia.com/nasional/20210225170327-20-610935/salatiga-kota-paling-toleran-2020-versi-setara-institute>.

³ PDDikti, "Profil Perguruan Tinggi Universitas Islam Negeri Salatiga," June 8, 2022, https://pddikti.kemdikbud.go.id/data_pt/OTU2NTFEMDAtREUxMS00NDIFLTICNzgtRTdCMUIxOTJBNDJF.

religious studies category worldwide. In addition, the Faculty of Ushuluddin Adab and Humanities itself has published a scientific journal which is also related to moderate Islam according to the study program available in the faculty, named *Millati and Islah*. *Millati* itself has been indexed by Sinta 2.⁴

In 2023, there are five study programs in the Faculty of Ushuluddin Adab and Humanities, namely Al Qur'an and Tafsir, Aqidah and Islamic Philosophy, Hadith Science, Arabic Language and Literature, and History of Islamic Civilization. However, based on data on the number of students at UIN Salatiga, the number of students at UIN Salatiga from the five faculties is 15,579 students, while the number of students at the Faculty of Ushuluddin Adab and Humanities is only 1712 students. This shows that only about 11% of UIN Salatiga students are interested in the Faculty of Ushuluddin Adab and Humanities.

Some of the approaches and information obtained do not yet have a container or sign that shows the sense of belonging to the academic community of the Faculty of Ushuluddin Adab and Humanities, UIN Salatiga. Based on the arguments above, in this article, the researchers want to raise the issue above. The researchers want to design signage in the Faculty of Ushuluddin Adab and Humanities as a rebranding effort with an architectural engineering approach in an environment that is very far from engineering science. The completion of signage design requires cooperation with the academic community of the Faculty of Ushuluddin Adab and Humanities (as a client). In addition, other faculties at UIN Salatiga have started branding their faculties with identity signs. The following identity sign already exists on Campus 1 (Faculty of Economics and Islamic Business), Campus 2 (Faculty of Sharia), and Campus 3 (FTIK, Faculty of Da'wah, Rectorate) of UIN Salatiga.

⁴ Moh Khoeron, “IJIMS UIN Salatiga Masuk 15 Jurnal Terbaik Dunia,” Kementerian Agama Republik Indonesia, January 14, 2022, <https://kemenag.go.id/internasional/ijims-uin-salatiga-masuk-15-jurnal-terbaik-dunia-gb66rs>.



Figure 1. Identity Signs at UIN Salatiga

(Source: personal documentation,2021)

Based on the physical condition of the building identity signs, the Faculty of Ushuluddin Adab and Humanities has no iconic physical sign that shows the existence (image) of the Faculty in Salatiga.



Gambar 2. Campus 2 UIN Salatiga's Environmental Conditions

(Source: personal documentation,2021)

Looking at the situation described above, the researchers obtained an overview along with the scope of the issues. In this article, the researchers propose a solution to the problem of the lack of a signage design (physical sign) that shows the image of uniqueness and excellence of the Faculty of Ushuluddin Adab and Humanities, UIN Salatiga. The implementation is in the form of an artwork design. However, this is not an easy task, considering the many steps that must be done. The researchers have a background in applied

science education (architectural engineering), while the faculty is in the environment of "cultural education". Therefore, the researchers try to introduce technical language into the language of locality such as a Signage Design or mentioned Physical Sign (*Tetenger*).

The use of the meaning of "cultural education" is motivated by the degree that will be given to the graduates of the Faculty of Ushuluddin Adab and Humanities, UIN Salatiga. The majority of the academic community of the faculty has the degree S.Ag and S.Hum. So different approaches to the use of language to deliver engineering principles are needed. The Faculty of Ushuluddin Adab and Humanities, UIN Salatiga is also synonymous with the subject "Department of Heaven" (*Jurusan Surga*) or can be said to be always obedient, pious, and firmly guided by the rules in the Al-Quran and Hadith. This is where the researcher's approach is to introduce the science of architecture to get closer to the Creator. There is a saying in Javanese "*Ngasto ngilmu seni dateng gusti*". *Ngasto* means carrying, *ngilmu seni* means the science of art that is close to architecture, *dateng gusti* means towards Allah SWT.

The issues raised are actual and have an impact on the institution or wider scope. Problem-solving that is responsive to the Vision and Mission of the work unit, responsive to the programs and taglines of the work unit (Keren Bro, 5 Performance Values of the Ministry of Religious Affairs, Green Wasathiyah Campus, ANEKA, Religious Moderation, Peace, Tolerance), in accordance with the disciplines mastered.⁵

According to Muzzellec⁶, the rebranding approach with architectural design science is an evolutionary strategy. One of the strategies is the integration that seeks to achieve image harmony between introducing the company (the institution that oversees it) and the product (the output of the institution such as where graduates are hired). The application of rebranding in the architectural approach is with the concept of ascending and descending brand extension where rebranding utilizes the image and credibility of the product. According to them, there are 3 ways to do a rebranding with an architectural approach to a

⁵ Benny Andrios, "Segera Terbit Buku Moderasi Beragama Perspektif Bimas Islam," Kementerian Agama Republik Indonesia, 2021, <https://kemenag.go.id/moderasi-beragama/segera-terbit-buku-moderasi-beragama-perspektif-bimas-islam-01dzss>; Benny Andrios, "Sekjen: Seluruh ASN Kemenag Harus 'Melek' Moderasi Beragama," Kementerian Agama Republik Indonesia, June 9, 2021, <https://kemenag.go.id/moderasi-beragama/sekjen-seluruh-asn-kemenag-harus-039melek039-moderasi-beragama-s3ikg1>.

⁶ Laurent Muzellec and Mary C. Lambkin, "Corporate Branding and Brand Architecture: A Conceptual Framework," *Http://Dx.Doi.Org/10.1177/1470593108100060* 9, no. 1 (March 1, 2009): 39–54, <https://doi.org/10.1177/1470593108100060>.

product, namely by designing a **trade name**, designing a **business brand**, or designing a **holistic corporate brand**.

In terms of location, Campus 2 of UIN Salatiga is located far from strategic road access (in the middle of a residential area). This assumption is based on the theory of image formation by Harrison⁷ in *Marketers Guide to Public Relations*. According to Harrison, there are 4 components of image formation, namely **Personality, Reputation, Value, and Destination** identity. The image of this Faculty must be highlighted through a rebranding Destination identity, namely an identity that is shown in the form of a logo, or a symbol that shows the "soul" of the FUADAH campus. This image must also be actual and contemporary. The image of a place influences a person to visit that place to gain knowledge.

METHODOLOGY

To realize an academic community that has a sense of belonging, it is necessary to equalize perceptions and explain the Vision and Mission of the Ministry of Religious Affairs, UIN Salatiga, and the Faculty of Ushuluddin, Adab and Humanities. The following is the research methodology that will be applied in writing this article:

Core Issues	Solution	Activity Stages
1	2	3
There is no container or symbol that can show the sense of belonging of the Academic Community of the Faculty of Ushuluddin Adab and Humanities. The importance of a sense of belonging in an organization as a form of manifestation	Designing a Faculty Sign for Fuadah with the Symbol of "Ngasto Ngilmu Seni Dateng Gusti" Involving the Fuadah Academic Community and the UIN Salatiga Planning Team.	Consultation with clients (academic community of the Faculty of Ushuluddin Adab and Humanities (1)) Conducting an independent survey of suitable locations to place sign in the Faculty area (2) Collecting design ideas related to the substance of the sign based on recommendations from the academic community of the Faculty (3) Designing a sign with 2-3 alternative

⁷ Shirley Harrison, "Marketers Guide to Public Relation," *New York: John Willy and Son*, 2005.

participating in contributing and being responsible for the operational interests of the organization's vision and mission. Academics with a strong sense of belonging are more motivated and productive than employees who feel emotionally uninvolved with the organization.

designs and consulted with the client (4)

Consulting the UIN SALATIGA development planning team regarding the cost budget plan (5).

Socializing to the faculty academic community in particular and the general public regarding the design of the signage design "ngasto ngilmu seni dateng gusti" through online media that has been approved by the Dean of the Faculty (6)

Assisting in Building Identity sign for Faculty of Ushuluddin Adab and Humanities (7)

Tabel 1. Core, Issues, Solutions, and Activity Stages

The selected activities are relevant to the resolution of the issue, and the preparation of the stages is clearly illustrated. The selected activities are considered relevant because Designing, and publishing architectural artworks is one of the duties of architecture lecturers who are also practicing architects.

The method of solving the issue raised is actual, namely related to the need for signage design at the Faculty of Ushuluddin Adab and Humanities with the characteristics of a green wasathiyah campus and religious moderation, with the theme *Ngasto Ngilmu Seni Dateng Gusti*, which is expected to have an impact on the sense of belonging pride of the Fuadah work unit and or a wider scope that can reach the general public so that it is better able to introduce the Faculty at UIN Salatiga. The preparation stages of completion have been clearly described through 7 Stages above.

DISCUSSION

The concept elaboration process on the design is conducted with the client base and also from problem-solving thinking by looking at the surroundings. The following steps of Signage Design are carried out with 7 steps, namely Client Consultation-Field Survey - Collection of Design Ideas/Literacy - Design and Alternative Design - Delivering Design Results to Clients - Design Finalization Process - Making Design works. The above design steps are described in 5 activities as follows:

Consultation with clients (academics of Faculty of Ushuluddin Adab and Humanities)



Figure 3. Assistance Process with Client (Dean of Faculty of Ushuluddin, Adab, and Humanities)

(Source: personal documentation, 2021)

Conducting an independent survey of suitable locations to place signs in the faculty area.

Currently, there are 4 possible locations where a sign can be built. As shown in Figure 4, the following is an explanation of the location along with a SWOT analysis:

- **Alternative 1 (yellow):** located near the building of faculty lecture activities; advantages: Shady and convenient to students; disadvantages: access by outsiders is difficult, not visible from the main access.
- **Alternative 2 (orange):** located next to the Deanery building; the location is accessible but has limited area.
- **Alternative 3 (red):** located in front of the Deanery building which has an iconic mass form, is accessible, and is on one side of the field.

- **Alternative 4 (blue):** located on the access route, easily accessible as it is closest to the gate of campus 2 but is in a transitional location between the 2 faculties.



Figure 4. Site Selection Based on SWOT Analysis (Source: personal documentation, 2021)

Collecting design ideas related to the substance of the sign based on the recommendations of the faculty’s academics

After obtaining input on the location, the researcher gathered ideas that could be incorporated into the design of the identity sign. The first step was to gather information related to existing policies at UIN Salatiga for the Faculty of Ushuluddin Adab and Humanities. One of them is the use of light blue color with code 6699FF as the identity of the faculty as stated in the statutes of UIN Salatiga. The logo created is expected to not be far from the symbol of UIN Salatiga. Researchers also tried to discuss the presence of UIN Salatiga in Salatiga with colleagues. The results of the review in this stage, as well as a description of the numbers 1-10 are described in the information below:

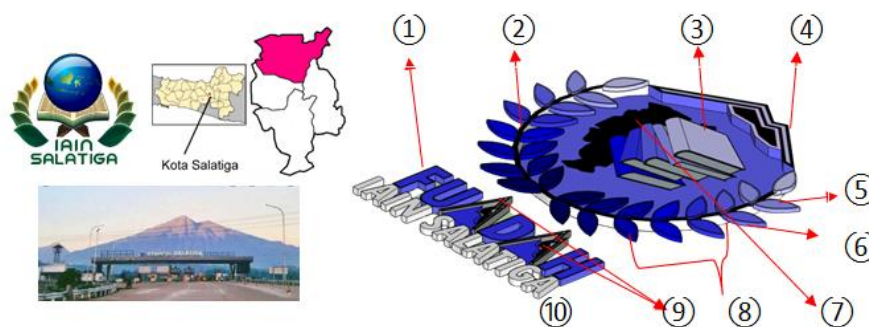


Figure 5. Idea and Concept of Identity Marker Elaboration of Concept and Design

(Source: personal documentation,2021)

Notes:

1. The logo of the Faculty of Ushuluddin Adab and Humanities (**Fakultas Ushuluddin Adab dan Humaniora**) is abbreviated as FUADAH, the word FUADAH in Islam means conscience. Reflecting the academic community endeavoring to work with a conscience to create generations with good character under the auspices of UIN SALATIGA.
2. The adoption of the globe in UIN Salatiga is manifested in the basic shape of the circular FUADAH logo.
3. The stacked books at UIN Salatiga logo are manifested in books stacked with 5 levels symbolizing the five pillars of Islam. Number 5 also means holistic to FUADAH approach that teaches religious moderation in accordance with its vision and mission, a way of life guided by Islamic teachings with local Javanese wisdom namely *mo limo*, Pancasila, and the number of mandatory prayer times in Islam.
4. The two pillars of UIN Salatiga, Islam, and Indonesia, are modified by the two reversed pillars placed at the top to form a triangle that forms a mountain shape, depicting the view of Mount Merbabu from Salatiga. Below is a modified shape to emphasize the shape of the mountain. This shows that UIN Salatiga is in a cool climate, at the foot of Mount Merbabu, making it a conducive and comfortable place to study.
5. The laurel wreath is a symbol of loving the environment, socializing, and living at UIN Salatiga. It is manifested by choosing the shape of the bay leaf, which has a holistic meaning and usefulness in all respects when fresh and dry. Bay leaf in Indonesian language means daun Salam (Salam means greetings and peace) which can show hospitality and tolerance across religions by giving greetings to each other.

6. 30 bay leaves symbolize the number of juz in the Qur'an. At the Faculty of Ushuluddin Adab and Humanities there is a study program of Al-Quran Science and Tafsir where the Al-Quran is studied. It is the holy scripture of Islam which is used for life guidance and contains a lot of goodness, peace, and glory.
7. The black shade beside the stacked books is the geographical boundary of Salatiga City, indicating that UIN Salatiga is the only public university in Salatiga under the Ministry of Religious Affairs.
8. The blue color as the dominant color used in the logo is also not arbitrarily chosen. This blue color was chosen based on the statutes of UIN Salatiga contained in the State Gazette of the Republic of Indonesia No. 1796, 2016, and Minister of Religious Affairs of the Republic of Indonesia decree No. 53, 2016. It is stated in the statutes of UIN Salatiga that the basic color of the Ushuluddin Adab and Humanities faculty flag is light blue with code #6699FF, which symbolizes confidence, independence, technology, and breadth. The gradation of blue color on the leaf is adopted from the UIN Salatiga logo, with lighter shade at the top.
9. The letter **A** on the fu**Ad**A**h** is made to symbolize the mountains and marshlands that form the natural landscape of Salatiga. The four-pointed A shape is analogous to the four small mountains that surround Salatiga city, namely Mount Telomoyo, Mount Ungaran, Mount Payung, and Mount Rong. Black color is based on the color of the writing for FUADAH contained in UIN Salatiga's statutes.
10. The letters FUADAH UIN Salatiga indicate the position of the name and place.

Designing a sign with 5 alternative designs and consulting with the client.

This process is a continuation of the conceptualization process. Researcher recommended 5 alternative signage designs for FUADAH, UIN Salatiga along with the budget plan and conveyed to the academic community by conducting a poll on the [Google form](#) link. To show the harmonious diversity in Salatiga, the client sought a symbol that shows the character of FUADAH UIN Salatiga. The researcher created a major theme for the architectural work with the Javanese expression: *Ngasto ngilmu seni dateng gusti*. Source of inspiration: Hands are a symbol of peace. The word *ngasto* is derived from the word *asto* which means hand. *Ngasto* means carrying. *Ngilmu seni* means arts, namely the art of architecture, *dateng gusti* means submitting to Allah SWT. The holistic meaning is to show that all knowledge and learning at FUADAH are always to seek the pleasure of Allah SWT, love the beauty of nature by caring for it and become people who always love beauty and peace.



Figure 6. Concept and Idea of Application Identity Signage in a Monumental Work
(Source: the architect,2022)



Figure 7. Concept and Idea of Application Identity Signage in a Monumental Work 2
(Source: the designer,2022)

Consulting with UIN SALATIGA's development planning team regarding the budget plan.

During this process, the researchers conducted a price survey and compiled the budget plan to be consulted with the planning department at UIN Salatiga. The following is the approximate cost for the construction of each artwork with various materials.



Figure 8. Price Range of Architectural Buildings in Salatiga (Source: the designer,2022)

The researcher socialize to the faculty academic community in particular and the general public regarding the design of the signage design "ngasto ngilmu seni dateng gusti" through online media that has been approved by the Dean of the Faculty and the Head of the Faculty Section.

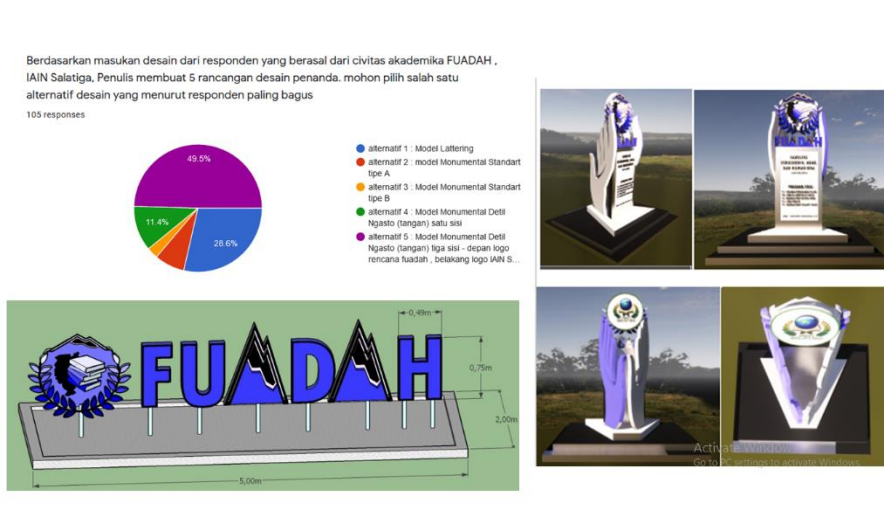


Figure 9. The selected design received from the Academics (Source: the designer,2022)

The construction of the identity sign of the faculty of Ushuluddin Adab and Humanities received a positive response based on observation. The project was completed within budget. As of February 2022, the FUADAH logo was finally unveiled at Monday's assembly. The completed logo is also an effort to promote FUADAH to the public. The construction of a monument that cannot be completed is planned to be included in the 2023 budget. Design assistance is also carried out by providing input for lighting ideas at night and simplifying the maintenance process. The result is shown in Figure 10.



Figure 10. Exterior Images Before and After Construction of Identity Signage

FUADAH's rebranding is also shown in the socialization process of new student admissions for FUADAH UIN Salatiga, which, at the time of writing, is underway. This rebranding has also been publicized through social media such as Instagram, TikTok, YouTube, website, and in brochures. Here are some of the socialization works involving this identity sign work.



Figure 11. Rebranding Socialization Process of Fuadah 2022⁸

⁸ fuadahuinsalatiga5478, "PMB Fakultas Ushuluddin Adab Dan Humaniora Tahun Akademik 2022/2023 - YouTube," accessed August 24, 2023, <https://www.youtube.com/shorts/8lyfwfdU9IU>; Fuadah UIN Salatiga, "Salatiga Kota Harmoni, Fuadah Selalu Di Hati roadtoun pmb2022 spanptkin umptkin iainsalatiga - YouTube," Youtube, February 24, 2022, <https://www.youtube.com/watch?v=CYgcyXvzNFI&t=37s>; Fakultas Ushuluddin Adab dan Humaniora UIN Salatiga, "FAKULTAS USHULUDDIN ADAB DAN HUMANIORA –

FUADAH's rebranding is also shown in the process of socialization of student admissions. Meanwhile, the philosophy logo has been officially used in the website logo of the Faculty of Ushuluddin Adab and Humanities until now.



Figure 12. The use of the Fuadah Logo on the Faculty's Official Website

CONCLUSION

The construction of architectural works in the form of Logo and Signage design in the form of letters and modifications of letters and logos shows that architectural works are trusted to be able to beautify a landscape in an academic environment. The existence of a new identity sign is a rebranding as evidenced by the increase in the number of applicants in the Faculty of Ushuluddin Adab and Humanities in the academic year 2022/2023 by 30%. The in-depth architectural study approach can increase the sense of belonging within the academic community. This sign is one of the results of the researcher's actualization of the basic training of CPNS Ministry of Religion in December 2021. Therefore, a strong sense of belonging can improve the productivity of work quality and increase the emotional bond of the entire academic community of the institution. The sense of belonging is sometimes obtained by eliminating sectoral barriers so that superiors and employees can blend into a solid academic community. Cooperation, collaboration, coordination, and synergy and free from political intervention need to be done. The activity of designing this marker cannot be separated from the architectural knowledge approach, namely problem analysis - location survey - collecting supporting information - design elaboration - problem-solving designs - design and RAB submission - design development assistance until it is built.

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