

**PERANCANGAN *IDENTIFICATIONAL SIGN* “SAYA UIISI”
DENGAN KONSEP *INDUSTRIAL HERITAGE* DI KAMPUS B
UNIVERSITAS INTERNASIONAL SEMEN INDONESIA**

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ABSTRAK

Universitas Internasional Semen Indonesia merupakan salah satu perguruan tinggi swasta di Gresik, Jawa Timur. Kampus yang berada di bawah naungan Semen Indonesia Group melalui *Semen Indonesia Foundation* ini, tergabung dalam Aliansi Perguruan Tinggi BUMN atau bisa disingkat APERTI BUMN. Namun, UIISI memiliki *signage* yang tidak maksimal dalam eksekusinya, sehingga dikhawatirkan dapat mempengaruhi brand *awareness* dan citra merk, *Signage* tersebut berdiri di depan halaman Kampus B dengan ukuran 2.5 meter X 1.8 meter. Dalam pengaplikasian *signage* tersebut, terlihat kurang berkarakter secara visual serta secara fungsi kurang mampu meningkatkan *brand awareness* kampus. *Signage* yang seharusnya menjadi penanda dan orientasi diri bagi pengunjung, yang juga berperan serta mendatangkan *brand image* kepada kampus UIISI selaku universitas yang berjajar dengan perguruan tinggi lain di bawah naungan BUMN serta memperkuat standar tempat dan institusi yang berada di belakangnya. Dengan adanya pembaruan *signage* Kampus B UIISI, diharapkan mampu meningkatkan citra merk dan *brand awareness* kampus secara general dan lebih menguatkan karakter dan branding Kampus Universitas Internasional Semen Indonesia.

Kata Kunci : *Signage*, Tipografi Aplikatif, *Brand Image*, UIISI

***DESIGN OF IDENTIFICATIONAL SIGN “SAYA UISI” WITH
INDUSTRIAL HERITAGE CONCEPT AT CAMPUS B,
UNIVERSITAS INTERNASIONAL SEMEN INDONESIA***

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ABSTRACT

Universitas Internasional Semen Indonesia is a private university in Gresik, East Java. The campus, which is under the auspices of the Semen Indonesia Group through the Semen Indonesia Foundation, is a member of the BUMN Higher Education Alliance or can be abbreviated as APERTI BUMN. However, UISI has signage that is not optimal in its execution, so it is feared that it can affect brand awareness and brand image, the signage stands in front of the Campus B yard with a size of 2.5 meters by 1.8 meters. In the application of the signage, it looks visually lacking in character and functionally less able to increase campus brand awareness. Signage which is supposed to be a sign and self-orientation for visitors, which also plays a role in bringing a brand image to the UISI campus as a university that is lined up with other universities under the auspices of BUMN and strengthens the standards of the place and institutions behind it. With the renewal of the UISI Campus B signage, it is hoped that it will be able to improve the brand image and brand awareness of the campus in general and further strengthen the character and branding of the Universitas Internasional Semen Indonesia.

Keyword : Signage, Applicative Typograpy, Brand Image, UISI