

ABSTRAK

Muhammad Hafizh Quranillah: Strategi Penerapan *Corporate Identity* melalui *Tagline "Islamic Character Building"* di SMP Assalaam Bandung

Tagline ini tidak hanya menjadi simbol visual, tetapi juga mencerminkan nilai-nilai Islam dan karakter yang ingin ditanamkan kepada peserta didik. Melalui pendekatan ini, SMP Assalaam berupaya menyampaikan pesan pendidikan holistik yang menggabungkan kecerdasan intelektual, emosional, dan spiritual.

Penelitian ini didasarkan pada teori *Brand Awareness* yang dikemukakan oleh David Aaker, dengan fokus pada empat tingkatan: *Unaware of Brand*, *Brand Recognition*, *Brand Recall*, dan *Top of Mind*. Kajian pustaka juga menelaah konsep *Tagline* dan elemen-elemen dalam *Corporate Identity* seperti simbol, komunikasi, perilaku, dan kepribadian.

Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan paradigma konstruktivisme. Teknik pengumpulan data dilakukan melalui wawancara mendalam dan observasi partisipasi pasif terhadap pihak internal sekolah seperti kepala sekolah, humas, dan siswa, serta pihak eksternal seperti orang tua siswa. Data dianalisis menggunakan tahapan reduksi data, penyajian data, dan penarikan kesimpulan untuk memperoleh gambaran strategi yang diterapkan sekolah dalam memperkuat *Tagline* sebagai identitas korporatnya.

Hasil penelitian menunjukkan bahwa sebelum penggunaan *Tagline* secara formal, nilai-nilai keislaman telah diterapkan namun belum dikomunikasikan secara terstruktur. SMP Assalaam membangun *Brand Recognition* melalui simbol visual, kegiatan keagamaan, dan komunikasi publik. Proses recall terbentuk melalui kebiasaan dan partisipasi aktif siswa dan orang tua dalam kegiatan sekolah. *Tagline "Islamic Character Building"* juga saat ini menempati posisi *Top of Mind* di benak masyarakat, terbukti dari pengakuan informan yang langsung mengasosiasikan *Tagline* tersebut dengan SMP Assalaam Bandung.

Kesimpulan dari penelitian ini adalah bahwa strategi penerapan *Corporate Identity* melalui *Tagline "Islamic Character Building"* meningkatkan kesadaran merek SMP Assalaam Bandung. *Tagline* ini tidak hanya menjadi alat komunikasi eksternal, tetapi juga memperkuat budaya dan nilai internal sekolah. Penerapan ini menjadi contoh bahwa institusi pendidikan dapat menggunakan pendekatan identitas korporat secara efektif untuk memperkuat posisi dan citra lembaga di mata masyarakat.

Kata Kunci: *Corporate Identity*, *Tagline*, *Islamic Character Building*, *Brand Awareness*, Pendidikan

ABSTRACT

Muhammad Hafizh Quranillah: The Strategy of Implementing Corporate Identity through the Tagline “Islamic Character Building” at SMP Assalaam Bandung

This Tagline functions not only as a visual symbol but also reflects the Islamic values and character that the school aims to instill in its students. Through this approach, SMP Assalaam seeks to deliver a holistic educational message that integrates intellectual, emotional, and spiritual intelligence.

This study is grounded in David Aaker’s Brand Awareness theory, focusing on its four levels: Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind. The literature review also examines the concept of a Tagline and the elements of Corporate Identity, including symbol, communication, behavior, and personality.

The research employs a qualitative descriptive method within a constructivist paradigm. Data collection techniques include in-depth interviews and passive participant observation involving internal stakeholders such as the principal, public relations officer, and students, as well as external stakeholders such as students’ parents. The data were analyzed through stages of data reduction, data presentation, and conclusion drawing to gain insights into the strategies implemented by the school in reinforcing the Tagline as part of its Corporate Identity.

The findings indicate that prior to the formal use of the Tagline, Islamic values had been practiced but not communicated in a structured manner. SMP Assalaam has developed Brand Recognition through visual symbols, religious activities, and public communication. Brand Recall has emerged through habitual practices and active participation of students and parents in school activities. The Tagline “Islamic Character Building” currently holds a Top of Mind position in the public’s perception, as evidenced by informants who immediately associate the Tagline with SMP Assalaam Bandung.

The study concludes that the implementation strategy of Corporate Identity through the Tagline “Islamic Character Building” has enhanced the Brand Awareness of SMP Assalaam Bandung. The Tagline serves not only as an external communication tool but also strengthens the school’s internal culture and values. This case illustrates that educational institutions can effectively apply Corporate Identity approaches to reinforce their position and image in the eyes of the public.

Keywords: Corporate Identity, Tagline, Islamic Character Building, Brand Awareness, Educational Institution