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The Implementation of Visual Communication Design for the Visual Identity of Lihai Islamic Preschool Bandung

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Abstract

Preschool education in Indonesia, particularly in the vibrant city of Bandung, plays an important role in laying the foundation for a child's overall development. As the country strives to preserve its diverse cultural and religious heritage, there is a growing emphasis on integrating Islamic religious education into early childhood learning environments. Bandung with its diverse population has provided education to instill religious values from an early age. Preschool education in Bandung needs a design to convey information about Islamic religious education with a nature approach that emphasizes care for the environment and appreciation of the rich diversity of nature. Visual communication design can provide this solution for preschool institutions to create a unique identity that reflects local culture and values. This approach not only gives children a strong grounding in Islamic teachings and environmental awareness, but also fosters a deep connection with nature from a young age, other programs aligned with this are activities such as gardening, nature walks, and environmental learning in an Islamic perspective, preschools in Bandung can be needed to develop a unique identity that reflects local culture and the natural surroundings. The above conditions have described the needs that need to be implemented in visual solutions that can help to inform the program that has been described through a community service program with this appropriate art application scheme, in this case the target partner is Lihai Islamic Preschool, this institution was chosen as a target partner due to the suitability of the program being run and in accordance with the community service program to be implemented. Lihai Islamic Preschool is located at Jalan lembah Cisitu No. 5 Dago Bandung 40135.

Keywords: Community Service Program, Islamic Religious Education, Preschool Education, Visual Communication Design, Visual Identity

INTRODUCTION

The visual identity of educational institutions is increasingly recognized as a vital component of their branding and communication strategies. For preschools, particularly those rooted in Islamic values, a coherent visual identity serves to convey their educational philosophy, values, and mission. The Lihai Islamic Preschool in Bandung stands as a case study for examining how visual communication design can be effectively implemented to reflect Islamic principles while catering to the needs of a diverse student body.

In recent years, the importance of visual identity in educational settings has gained traction, with studies indicating that a strong visual identity can significantly impact stakeholder perceptions and engagement (Marcoes, 2023). This is particularly pertinent in Indonesia, where the integration of Islamic values into education is essential for fostering a holistic learning environment. According to Lahmar (2020), the incorporation of cultural and religious elements into educational design not only enhances the learning experience but also strengthens the community's connection to the institution.

The objective of this study is to explore the methods and strategies employed by Lihai Islamic Preschool in developing its visual identity through effective visual communication design. This involves an analysis of the preschool's branding materials, including logos, colour schemes, and educational resources, as well as the feedback from parents and educators regarding the visual identity's effectiveness in communicating the school's mission and values.

Through this exploration, the study aims to provide insights into best practices for visual communication design within Islamic educational institutions, contributing to the broader discourse

on the role of visual identity in enhancing educational experiences. The findings will also offer practical recommendations for other preschools seeking to establish or refine their visual identities in alignment with their educational philosophies.

METHODS

The research employed a qualitative methodology, utilizing a combination of visual analysis and semi-structured interviews to gather data on the implementation of visual communication design at Lihai Islamic Preschool (Rachmawanti, 2023). The visual analysis involved a comprehensive review of the preschool's branding materials, including the logo, signage, educational resources, and promotional materials. This analysis aimed to identify the key elements of the visual identity and assess how effectively they communicate the institution's Islamic values and educational philosophy.

In addition to visual analysis, semi-structured interviews were conducted with key stakeholders, including the preschool's administrators, educators, and parents. The interviews aimed to gather insights on their perceptions of the preschool's visual identity and its impact on their engagement with the institution. A total of 15 participants were selected, ensuring a diverse representation of perspectives from the preschool community.

The data collected from visual analysis and interviews were thematically analyzed to identify common patterns and insights (Haiqal, 2017). This approach allowed for a comprehensive understanding of the role of visual communication design in shaping the preschool's identity and its alignment with Islamic principles. The findings were then contextualized within the broader literature on visual identity in educational settings, providing a rich framework for discussion.

Ethical considerations were taken into account throughout the research process, including obtaining informed consent from participants and ensuring the confidentiality of their responses. The research adhered to ethical guidelines for conducting qualitative research, ensuring that the voices of all stakeholders were respected and accurately represented.

The combination of visual analysis and stakeholder interviews provided a robust framework for understanding the complexities of visual communication design in an Islamic preschool context. The findings of this study contribute to the growing body of literature on the importance of visual identity in education, particularly within culturally and religiously diverse settings.

RESULTS AND DISCUSSION

A. Visual Identity Elements

The visual identity of Lihai Islamic Preschool is characterized by several key elements that collectively communicate its educational philosophy and Islamic values. The preschool's logo, for instance, features stylized geometric patterns, calligraphy, and nature motifs symbolizing the integration of religious principles into the learning environment. This design choice not only reflects the institution's Islamic foundation but also serves as a visual anchor for the community, reinforcing the connection between education and faith.



Fig. 1. Stylized geometric patterns, calligraphy, and nature motifs, (Source: Hidayat, 2024)

Research has shown that logos play a crucial role in brand recognition, with studies indicating that a well-designed logo can enhance memorability and foster positive associations (Permatasari et al., 2021). In the case of Lihai Islamic Preschool, the logo has been positively received by parents and

educators, who report that it effectively communicates the school's commitment to Islamic values. Additionally, the use of vibrant colors in the branding materials aligns with the preschool's focus on creating a joyful and engaging learning environment for young children.

Furthermore, the incorporation of Islamic motifs, such as geometric patterns and calligraphy, in the preschool's signage and educational resources adds depth to the visual identity. These elements not only enhance the aesthetic appeal of the materials but also serve as educational tools, introducing children to important aspects of Islamic culture and art. The integration of such motifs is supported by Lahmar (2020), who emphasizes the importance of cultural relevance in educational design.

The preschool's visual identity also extends to its physical environment, with classrooms and common areas adorned with visual materials that reflect Islamic teachings and values. This holistic approach to visual communication design creates an immersive learning experience for students, reinforcing the connection between their education and their faith. By fostering a visually cohesive environment, Lihai Islamic Preschool positions itself as a nurturing space where children can thrive academically and spiritually.

In conclusion, the visual identity elements of Lihai Islamic Preschool play a pivotal role in communicating its mission and values. By thoughtfully integrating Islamic principles into its branding, the preschool not only enhances its visibility within the community but also fosters a sense of belonging among students and their families.

B. Stakeholder Perceptions

The perceptions of stakeholders regarding the visual identity of Lihai Islamic Preschool provide valuable insights into the effectiveness of its visual communication design. Through interviews with parents and educators, several themes emerged, highlighting the positive impact of the preschool's visual identity on community engagement and satisfaction.

Parents expressed a strong appreciation for the preschool's visual identity, noting that it reflects their values and aspirations for their children's education. Many parents reported feeling a sense of pride when they see the preschool's branding in the community, as it reinforces their belief in the importance of an Islamic education. This aligns with findings from Marcoses (2023), which indicate that a well-defined visual identity can enhance parental involvement and support for educational institutions.

Educators also highlighted the significance of visual identity in creating a positive learning atmosphere. They reported that the visually stimulating environment, characterized by colourful displays and Islamic motifs, fosters a sense of curiosity and engagement among students. This is particularly important in preschool education, where the learning environment plays a critical role in shaping children's attitudes towards learning.

Moreover, the feedback from stakeholders indicated that the visual identity of Lihai Islamic Preschool serves as a conversation starter within the community. Parents noted that the preschool's branding has sparked discussions about the importance of integrating Islamic values into education, thereby promoting a broader understanding of the institution's mission. This community engagement is vital for building strong relationships between the preschool and families, ultimately contributing to a supportive educational ecosystem.

However, some stakeholders suggested areas for improvement, particularly in terms of expanding the visual identity to include more interactive elements. For instance, incorporating digital media and technology into the preschool's visual communication could enhance engagement and provide new avenues for learning. This feedback highlights the importance of continuously evolving the visual identity to meet the changing needs of the community and to remain relevant in a rapidly advancing educational landscape.

In summary, stakeholder perceptions of Lihai Islamic Preschool's visual identity underscore its effectiveness in fostering community engagement and enhancing the learning environment. By actively seeking and responding to feedback, the preschool can ensure that its visual communication design continues to resonate with its community and support its mission.

C. Impact on Community Engagement

The impact of Lihai Islamic Preschool's visual identity on community engagement is profound, as evidenced by the active participation of parents and local community members in various school activities. The preschool's branding not only serves as a visual representation of its values but also acts as a catalyst for building relationships within the community.

One notable example of community engagement facilitated by the preschool's visual identity is its annual open house event. During this event, the preschool showcases its educational programs and

achievements, with visually appealing displays that highlight the integration of Islamic values in the curriculum. Parents reported that the vibrant and cohesive branding made them feel welcomed and encouraged them to participate actively in the event, fostering a sense of belonging and community (Permatasari et al., 2021).

Additionally, the preschool has leveraged social media platforms to extend its visual identity beyond the physical space. By sharing images and videos of classroom activities, events, and student achievements, Lihai Islamic Preschool has created an online community that engages parents and local residents. This digital presence has proven to be an effective tool for promoting the preschool's mission and values, as well as for encouraging dialogue about the importance of Islamic education in the community.

The positive impact of the preschool's visual identity on community engagement is further evidenced by the collaborative initiatives it has undertaken. For instance, the preschool has partnered with local organizations to host community service events, which are visually branded to reflect the preschool's identity. These initiatives not only enhance the visibility of the preschool but also demonstrate its commitment to social responsibility, reinforcing its role as a valuable community asset.

However, while the preschool has made significant strides in community engagement, there is room for further enhancement. For example, incorporating feedback mechanisms, such as surveys or focus groups, could provide valuable insights into the community's perceptions and expectations regarding the preschool's visual identity. This approach would enable Lihai Islamic Preschool to continuously adapt its branding strategies to better serve the needs of its community.



Fig. 2. Visual Identity design for Lihai Islamic Preschool (Source: Hidayat, 2024)

The visual identity of Lihai Islamic Preschool has a significant impact on community engagement, fostering relationships and encouraging active participation among parents and local residents. By maintaining a strong visual presence and seeking feedback, the preschool can further enhance its role within the community and continue to promote Islamic values in education.

D. Recommendations for Future Implementation

Based on the findings of this study, several recommendations can be made for the future implementation of visual communication design at Lihai Islamic Preschool. These recommendations aim to enhance the effectiveness of the preschool's visual identity in communicating its mission and values while fostering community engagement.

Firstly, it is essential for the preschool to regularly review and update its visual identity to ensure that it remains relevant and resonates with its stakeholders. This could involve conducting periodic assessments of branding materials and gathering feedback from parents, educators, and students. By staying attuned to the evolving needs of the community, Lihai Islamic Preschool can adapt its visual communication strategies accordingly.

Secondly, the integration of interactive elements into the visual identity can enhance engagement and learning experiences for students. For example, incorporating digital displays or interactive educational materials that reflect Islamic teachings can create a more dynamic learning environment. This aligns with the growing trend of using technology in education, which has been shown to enhance student engagement and motivation (Marcoes, 2023).

Additionally, expanding the preschool's online presence through social media and digital marketing can further strengthen its visual identity and community engagement. By sharing stories, achievements, and educational resources online, Lihai Islamic Preschool can reach a wider audience

and foster a sense of connection among families and community members. This digital engagement can also serve as a platform for promoting events and initiatives, encouraging greater participation from the community.

Furthermore, collaboration with local artists and designers can enrich the preschool's visual identity by incorporating diverse perspectives and cultural elements. Engaging with the community in this way not only enhances the aesthetic appeal of the preschool's branding but also fosters a sense of ownership among stakeholders. This collaborative approach can lead to the creation of unique and meaningful visual elements that reflect the values and aspirations of the community.

Finally, ongoing training and professional development for educators and staff on the importance of visual communication design can ensure that the preschool's visual identity is consistently implemented across all aspects of the institution. By equipping educators with the knowledge and skills to effectively utilise visual communication, Lihai Islamic Preschool can create a cohesive and immersive learning environment that aligns with its mission.

In summary, the future implementation of visual communication design at Lihai Islamic Preschool can be enhanced through regular reviews, interactive elements, expanded online presence, community collaboration, and ongoing professional development. By embracing these recommendations, the preschool can continue to strengthen its visual identity and foster a supportive and engaging learning environment for its students.

CONCLUSION

The implementation of visual communication design at Lihai Islamic Preschool in Bandung serves as a compelling example of how visual identity can effectively communicate an institution's mission and values. Through the thoughtful integration of Islamic principles into its branding, the preschool has created a cohesive visual identity that resonates with stakeholders and fosters community engagement.

The findings of this study highlight the importance of visual identity in educational settings, particularly within Islamic preschools, where cultural and religious values play a significant role in shaping the learning environment. By employing a combination of visual analysis and stakeholder feedback, this research has provided valuable insights into the impact of visual communication design on community engagement and the overall educational experience.

As Lihai Islamic Preschool continues to develop its visual identity, the recommendations outlined in this study offer practical strategies for enhancing its effectiveness. By staying attuned to the needs of the community, incorporating interactive elements, expanding its online presence, collaborating with local artists, and providing ongoing professional development, the preschool can further strengthen its role as a vital educational institution.

In conclusion, the successful implementation of visual communication design at Lihai Islamic Preschool not only enhances its visibility within the community but also fosters a sense of belonging and connection among students, parents, and educators. As the preschool continues to evolve, its commitment to integrating Islamic values into its visual identity will remain a cornerstone of its mission, ensuring a nurturing and enriching learning environment for all.

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