

# Visual branding of Universitas Negeri Padang earthquake and tsunami disaster response

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## Abstract

Padang is a city prone to earthquakes and tsunamis. Universitas Negeri Padang is one of the universities that focuses on public services. Therefore, it plays an active role in disaster preparedness, including by providing lecture buildings with mitigation shelters. This is done to support the government in reducing casualties due to earthquake and tsunami disasters. This research uses the Research and Development method, which produces visual branding in the form of UNPSIGAP's visual identity based on design principles and logos. So that it can build a positive brand image as an earthquake and tsunami disaster response university.

## Keywords

logo; branding; brand image

## Marca visual de la respuesta a la catástrofe del terremoto y el tsunami en la Universitas Negeri Padang

### Resumen

Padang es una ciudad propensa a terremotos y tsunamis. La Universitas Negeri Padang es una de las universidades que se centra en los servicios públicos. Por lo tanto, desempeña un papel activo en la preparación para desastres, incluso proporcionando edificios de conferencias con refugios de mitigación. Esto se hace para ayudar al gobierno a reducir las víctimas debido a desastres por terremotos y tsunamis. Esta investigación utiliza el método de Investigación y Desarrollo, que produce una marca visual en forma de la identidad visual de UNPSIGAP basada en principios de diseño y logotipos. De modo que pueda construir una imagen de marca positiva como universidad que responde a desastres por terremotos y tsunamis.

## Palabras clave

logotipo; marca; imagen de marca

## Introduction

Universitas Negeri Padang (UNP) officially became a Legal Entity State University and was signed by the President of Indonesia, Joko Widodo. Government Regulation No.114 of 2021 concerning Legal Entity Universities of UNP dated 25 November 2021. UNP Rector, Prof Ganefri, Ph.D said the change of UNP from a Public Service Agency State University to a Legal Entity State University was motivated by several things. Then, this can result in accelerated innovation through broader development of science and technology to develop the institution. In addition, Legal Entity State Universities are autonomous universities that can design curricula according to the needs of society and the demands of future changes. Legal Entity State Universities also demand an increasing change in the state universities in terms of reputation and quality, institutionally or in resources and graduates (Siti Sarah, 2021).

The UNP is now located in Padang City, West Sumatra. The website of the regional disaster management agency of Padang City (BPBD of Padang City) in 2021 explains that Padang City is located on the coast of West Sumatra. Meanwhile, West Sumatra lies between the meeting of two major continental plates, the Eurasian Plate and the Indo-Australian Plate, and the Semangko Fault. Close to the plate meeting is the Mentawai Fault. According to expert records, the West Sumatra region has a 200-year cycle of major earthquakes in the early 21st century has entered its recurrence period (Sari et al., 2023). The BPBD website (2021) also explains the objectives of disaster mitigation, namely: a) to reduce the impact caused, especially for the population, b) as a basis (guideline) for development planning, c) to increase public knowledge in dealing with and reducing the impact / risk of disasters so that people can live and work safely (Sari et al., 2021).

For this reason, UNP has taken an active role in raising awareness about disaster response to and the academic community and the public around the university, as evidenced in the provision of lecture buildings at UNP which are already accompanied by disaster management shelters. This was done by UNP in order to be able to assist the government's efforts in reducing casualties in the event of natural disasters such as earthquakes and tsunamis, because reflecting on the earthquake off the coast of West Sumatra on 30 September 2009 which claimed many lives. The mitigation shelters are the UNP Rectorate and Researched Center Building, UNP Hotel and Convention Building, Integrated Science Building A, Integrated Science Building B, UNP Development Laboratory Elementary School, UNP Development Laboratory Junior High School, UNP

Development Laboratory High School, PPG Centre Building, 2 UPT-MKU UNP Buildings, FMIPA Multipurpose Building, Micro Teaching Labor Building, Education Science Labor Building, Postgraduate Building, Integrated Economics Labor Building, Faculty of Language and Arts Building, Library Building and Al-Azhar Great Mosque (Sari et al., 2023)

Preparedness is an important factor in disaster management to reduce the number of casualties due to natural disasters. UNP, as one of the universities located in earthquake and tsunami prone areas, is also focused on supporting the government's efforts to reduce the number of casualties. For this reason, it is necessary to have a visual branding of UNP as an earthquake and tsunami disaster response university so that people feel confident and safe when they are in the UNP environment. In addition, the visual branding process carried out can form a positive brand image in raising the name of UNP as a university that is not only concerned with education but also concerned with public services, so that researchers can see how UNP's position as a natural disaster response university, as well as how the process is carried out in forming a positive brand image of UNP as an earthquake and tsunami natural disaster response university. So that the various processes carried out can achieve the research objectives in accordance with the principles of good design.

The purpose of this research is to determine and design visual branding for UNP as an earthquake and tsunami disaster response university. This research sought to answer the following questions:

- 1 How is UNP positioned as an earthquake and tsunami disaster response university?
- 2 What are the elements of UNP's visual branding as an earthquake and tsunami responsive university?
- 3 What are the visual representations that can provide a positive image of UNP as an earthquake and tsunami responsive university?

## Theoretical foundation

To brand is "to give a name or image" to something to facilitate its recall when someone wants to ask for it, or its recognition when someone is exposed to a reference about it. Therefore, memory is a key selection criterion (Paulo de Lencastre et al., 2023). The first step in this visual identity process is to give UNP a simple brand name as a Natural Disaster and Tsunami Response University so that the target audience can easily remember the brand.

Brand logos are a fundamental part of the corporate visual identity, and their reception has been vigorously researched. The focus has been on the

visual traits of the logo and their effect on the reception process, whereas little attention has been paid to how the logo becomes part of the brand. A brand is a social representation which enables the communication and interaction among social groups and the establishment of tangent social constructs, such as once the university's logo is deeply entrenched in stakeholders' consciousness, it functions as a lens through which one may observe the brand and the connotations associated with the organization (Xiao Yaping et al., 2023).

Similarly, the next step is to design the logo for the brand you have chosen. The design of this logo will be based on logo principles. The principles of a good logo are simple, memorable, timeless, versatile, appropriate and relevant (Gareth Hardy, 2011).

Researchers now explore more advanced branding concepts within the higher education, such as brand as a logo, brand awareness, brand identity, brand meaning, brand associations, brand personality and brand consistency (Rutter et al., 2016). Brands can play a substantial role in materializing individual identities. One of the most used definitions is captured and specifically centres on branding in relation to spaces (i.e. place brand); they define a place brand as "a network of associations in the consumer's mind based on the visual, verbal, and behavioural expression of a place, which is embodied through the aims, communication, values and the general culture of the place's stakeholders and the overall place design" (Warda Belabas & Bert George, 2023).

These brands post their informative and entertaining branded content to social media platforms to present their identity, story, collections, style, and other marketing communication messages to connect with existing and potential customers (Jinyoung Jinnie Yoo, 2023). To build the private brands, retailers have to focus on private brands' R&D while their production process is delegated to other contract manufacturers. This is because strong brand manufacturers have invested a tremendous amount of money and time in the R&D, marketing, and advertising of such products, which help establish excellent brand image and enhance consumers' loyalty to brands (Huamin Wu et al., 2022) which arises frequently and increasingly, becomes a serious concern for well-known (strong). Authenticity is vital for developing and reinforcing the competitive edge and image of a brand and/or company, and brand authenticity ultimately translates into brand loyalty (Jing (Bill) Xu et al., 2022) brand image, and age, on brand loyalty in time-honored restaurants. Time-honored restaurants are long-established and well-recognized traditional restaurants that offer local or national foods and

culinary culture. Empirical data were collected from 437 respondents in Beijing, China. Structural equation modeling (SEM).

As a marketing strategy, co-branding, as a brand alliance strategy, in which two or more brands jointly produce an independent product, has been increasingly used by brands as a marketing strategy to create sales hotspots, increase brand awareness, and broaden consumer groups, thus achieving win-win cooperation (Deqing Ma et al., 2023). Perceived value played a significant mediating role in the effect of the ease-of-use mechanism on brand image (Yung-Chuan Huang, 2022). Establishes that brand image has its concept linked to the perceptions about the brand that are established as associations present in the consumer's memory (Mariano et al., 2022) It is therefore very important to create a design with a good concept. This is so that the target audience has the right perception of the design.

According to Sutopo Purwo Nugroho, a spokesman for the national disaster mitigation agency (in Bahasa is BNPB), Indonesians' awareness of disaster preparedness is still low. In addition, disaster education should be implemented in the region by focusing on disasters that frequently occur in the area. Therefore, disaster education is necessary to build public awareness of natural disasters, so that it can build character, knowledge and understanding of disasters and how to anticipate them (Ramadhan & Siswanto, n.d.). The results of this research can educate the public and the academic community on the knowledge and awareness of natural disasters as an effort to assist the government in reducing the number of casualties due to these disasters. Where UNP plays an active role in re-awakening the public and the academic community to face the dangers of earthquakes and tsunamis in the future (Sari et al., 2021). Brand image is formed from a representation of all the consumer's perceptions of the brand, both from information and past experience with the brand. A consumer's relationship with a brand will be strong if it is based on experience and information (Terence A. Shrimp, 2003). So that this can create a positive brand image of UNP as a university that is alert and responsive to these natural disasters.

### Methodology

This research uses the Research and Design (R&D) methodology. The R&D method is a research method used to produce certain products and to test the effectiveness of these products (Sugiyono, 2014). The following design works that use the R&D method include the design of merchandise icons as



Figure 1. Icon design and its application on merchandise (Purnomo & Syafwandi, 2020)

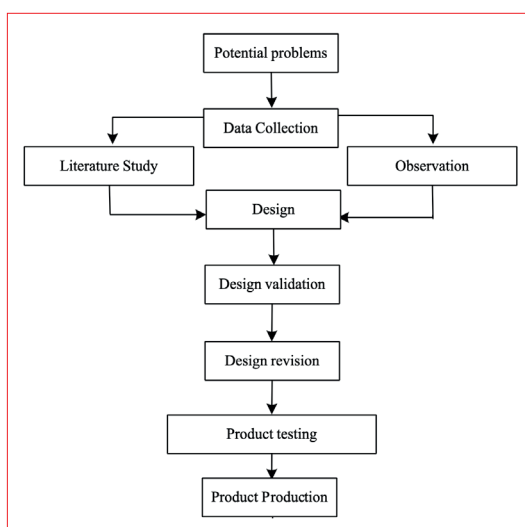


Chart 1. Design framework (Dwi Mutia Sari, 2024).

visual branding to increase public appreciation of UNP (figure 1).

The data collection method used in this research uses documentation studies, interviews, and direct observation to the field. This research creates visual branding of UNP as an earthquake and tsunami disaster response university by applying design principles to achieve good visual branding. The R&D method can be represented in a design framework as in the Chart 1 below.

The method used in designing this visual branding has steps that describe the process of implementing its development as follows:

a) Potential problems, where we try to see what problems and potential UNP has, which also prioritises public services. The current problem is the lack of awareness of the academic community

and the public due to the covid 19 pandemic issue that has been going on for the past few years. For example, people are no longer aware of the earthquake and tsunami natural disasters. The UNP has the potential to prioritise its preparedness for natural disasters, which can occur at any time. This certainly requires optimum efforts so that the community is aware of the efforts made by UNP to mitigate natural disasters, especially earthquakes and tsunamis. Until now, UNP has not had a special programme to introduce and publicise these mitigation efforts. For this reason, concrete efforts are needed so that these mitigation efforts receive a response from the academic community and the public around UNP, so that these mitigation efforts are validly known and can be used as much as possible by its users.

b) Data collection, by means of documentation studies, interviews with the UNP General and Financial Bureau and direct observation of existing mitigation shelters at UNP to ensure the existence of UNP shelters.

As shown in (figure 2) and (figure 3), the earthquake and tsunami natural disaster mitigation shelter building at UNP.

c) Design, is a step of identifying data that has been obtained from documentation studies, interviews and field observations. Then conducting a SWOT analysis as follows:

1. Strength, a). There are natural disaster mitigation shelters scattered in the area of UNP. b) The shelters are evenly distributed in each faculty in UNP.
2. Weakness, a) There is no direct information about the existence of these disaster mitigation shelters in UNP. b) The lack of awareness of the academic community and the public about natural disaster mitigation.



3. Opportunity, a) UNP is the only university that is alert and responsive to disasters as evidenced by the availability of rescue mitigation shelters for the academic community and the public. b) UNP is the only university that provides many rescue mitigation shelters for the academic community and the public. c) There is no visual branding of UNP as a university that is alert and responsive to natural disasters.
4. Threat, a) Management of information that is not on target will make branding efforts ineffective, therefore it is necessary to execute the design in accordance with the planned programme.

After that, the process of finding a brand name was carried out by looking at the results of the SWOT analysis in the form of the strengths that UNP possesses, namely having many mitigation shelters. And obtained a strong brand name with the name “UNP SIGAP” in Bahasa it means UNP is alert and responsive to natural disasters of earthquakes and tsunamis, as described in figure 4 below.

This was followed by a mind mapping process (figure 5), which was used in determining the brand name, UNP SIGAP, which means UNP is alert and responsive to natural disasters such as earthquakes and tsunamis.

From the mind mapping process, the concept of the UNP SIGAP visual identity was determined, namely wave, location, and vibration (figure 6).

Furthermore, the verbal concept is executed into a visual form of a visual identity in the form of a logo from several processes, namely rough layout (figure 7), execution layout (figure 8), comprehensive layout (figure 9), producing a final logo design (figure 10), the type of font used (figure 11), colour specifications in the logo (figure 12), and determining the minimum size of the logo (figure 13).

- d) Design validation, carried out by design experts in the field of design and media, namely postgraduate lecturers in visual communication design. The selection of the design experts is based on their competence in the field of visual communication design since 2004. The evaluation categories of the design and media experts are assessed on the basis of design principles and logo principles. The assessment results presented are converted into scores based on the question items and then summed to give the total assessment score and the highest assessment score. From the above calculation formula, the validation results received a percentage



Figure 2. UNP Rectorate building mitigation shelter (Sespamardi, 2019).



Figure 3. FE UNP building mitigation shelter (Admin, n.d.).

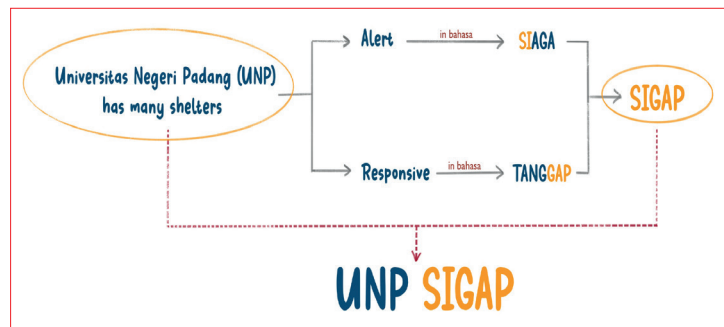


Figure 4. Brand name search process.

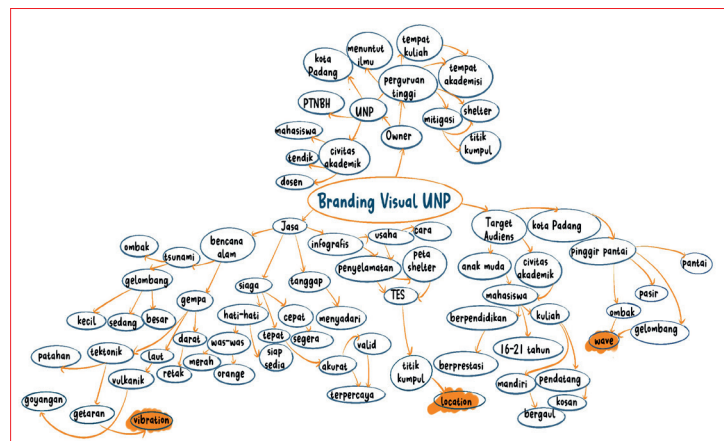


Figure 5. Mind mapping process.

## Wave + Location + Vibration



Figure 6. Verbal and visual message keywords.



Figure 7. Rough layout.

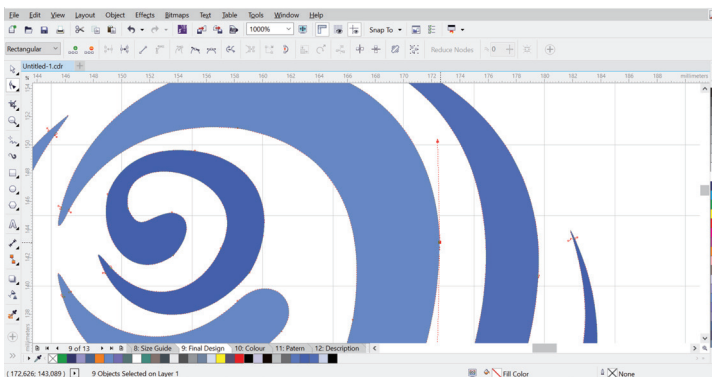


Figure 9. Comprehensive layout.



Figure 10. Final design.

of 92.30% for the design principle category and 94.11% for the logo principle category, then interpreted the value based on the predetermined interval, thus showing the results that the UNP SIGAP logo as one of the visual identities in the

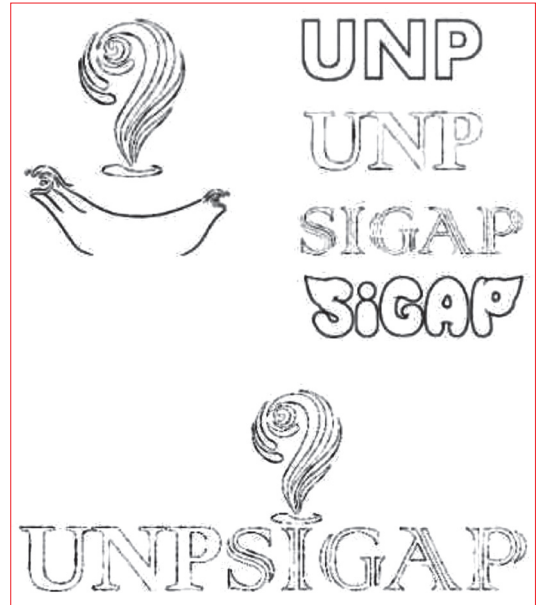


Figure 8. Execution layout.

UNP visual branding process as an earthquake and tsunami natural disaster response university is categorised as “excellent” for the design principle category and the logo principle for further presentation as a medium for production. There are comments from the validators to improve the product, namely in the form of variations of the logo model derivatives, such as figure 14.

- e) Design revision, from the results of the design validation carried out above, there are proposals to add variations to the logo used in different media according to their needs, as follows.
- f) Product testing of this visual branding design was carried out by distributing key rings, tote bags and stickers designed using the UNP SIGAP logo design (figure 15). These media are distributed to academics and the public around UNP (figure 16).

The following is a description of the questionnaire rating.

Based on the results of the field test on the product using the results of a questionnaire from 20 students at Faculty of Language and Arts UNP by including instruments for the development of visual representation products, which were designed using a Likert scale validation sheet, namely: (1) strongly disagree, (2) disagree, (3) agree, and (4) strongly agree. From the above calculation formula, the validation results obtained a total percentage of 94.23% with the evaluation categories of brand image, brand

awareness and satisfaction, then interpreted the value based on the predetermined interval, thus showing the results that the development and dissemination of visual representations of UNP SIGAP products have the effectiveness in forming a positive brand image of UNP and are categorized as “very feasible” to be further presented as a medium for production in the dissemination of UNP SIGAP visual branding as an earthquake and tsunami natural disaster response university.

- g) product revision, which is not done because the product meets the needs,
- h) product production, so that more products can be produced. And indeed, design principles play an important role in the process of developing the visual branding of UNP as an earthquake and tsunami resilient university.

## Results

This research resulted in a brand name that is easily remembered by users in the form of UNP SIGAP, which is based on the name of Universitas Negeri Padang (UNP) and “Siaga and Tanggap (SIGAP), which means “alert” and “responsive”. This means that UNP is a university that is alert and responsive to natural disasters such as earthquakes and tsunamis. Therefore, memorability is the main selection criterion in branding. Next, create a logo concept based on the results of the identification, SWOT analysis, and mind mapping that was done to find keywords in logo design as one of the visual identities in this branding process. Understanding the design principles is a very important key in providing an evaluation of the designed design. So that this will be the basis of the relationship between the trust of an identity to the positive image that will be presented in this UNP SIGAP visual branding. So that this can answer the research questions that have been done such as:

*What is UNP's position as an earthquake and tsunami disaster preparedness university?*

The first finding in the research shows that UNP is not only concerned with education, but UNP also supports public services in accordance with UNP's RENSTRA, namely providing natural disaster mitigation shelters in lecture buildings. This can indirectly help local government efforts to reduce casualties due to earthquake and tsunami natural disasters. In order to promote public confidence in the efforts made by the UNP, it is necessary to form a positive image of the UNP to increase public confidence in the public services provided by the UNP. Because by representing the identity well, the visual communication message can be conveyed well be-

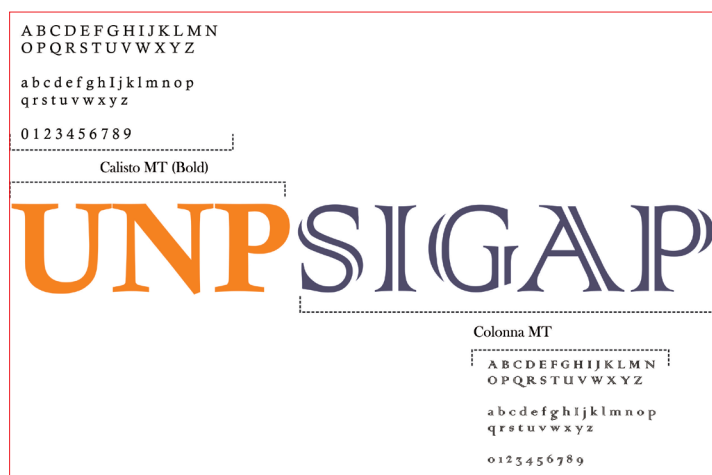


Figure 11. The type of font.



Figure 12. Colour specifications.

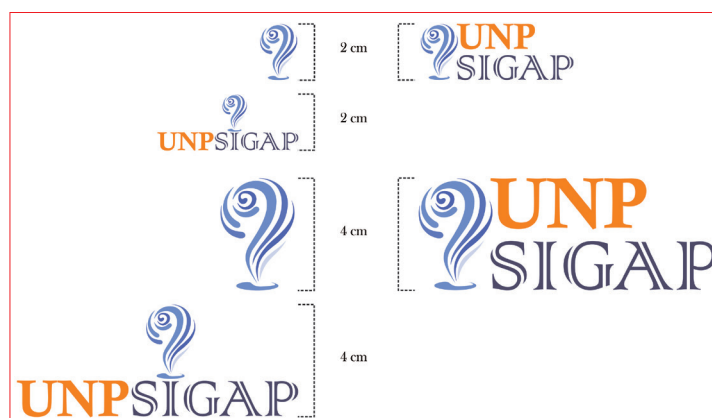


Figure 13. Minimum logo size.

cause of the user's confidence in UNP services that are well packaged. Therefore, it is very important to create a design with a good concept. It is intended that users have the right perception of the design results.





Figure 14. Logo variations.



Figure 15. Product with UNP SIGAP logo.



Figure 16. Product testing in the academic community.

As has been done by BPBD of Pangandaran in utilising social media through the Instagram account @pudalospangandaran to disseminate information about disasters, and activities carried out by BPBD of Pangandaran to increase public

awareness of disasters (Subekti et al., 2020). Similarly, in the UNP SIGAP branding process, where the results of this visual branding will be visually represented on Instagram social media, key chains, stickers, and tote bags. Thus, these media will indirectly inform and educate the academic community and the public about earthquake and tsunami natural disaster awareness.

*What are the elements of UNP's visual branding as an earthquake and tsunami resilient university?*

The results of this second question are the elements of visual branding, namely 1. the brand name (figure 4), which focuses on the UNP, which has provided emergency shelters for the academic community and the public. For this reason, the brand name is "UNP SIGAP" because it is easy to remember when someone is exposed to references about it. 2. Logo, logo visualisation is obtained from data identification, data analysis using SWOT analysis, mind mapping process as shown in figure 5 to get keywords in the form of wave, wave and location (figure 6), then distillation to form a final logo design in accordance with the design principles and logo principles (figure 10), specification of the type of font used (figure 11), specification of colours in the logo (figure 12), and determining the minimum size of the logo (figure 13). Based on the validation results from design and media experts who suggested a variation of the logo so that it can be easily applied to different media, as shown in figure 14. 3) Visual representation of UNP SIGAP in the form of tote bags, key chains, stickers (figure 15) and Instagram social media accounts (figure 17).

*What are the visual representations of UNP that can shape its positive brand image as an earthquake and tsunami resilient university?*

The results of this third question show that branding elements determine the image in a branding process. Where the determination of a brand name, the results of the visual identity design (logo) in accordance with the design principles and the right visual representation make a branding process effective and efficient in accordance with the target audience. In this study, it can be concluded that the results of field test validation on respondents randomly conducted on 20 students of the Faculty of Languages and Arts at UNP regarding the visual branding products of UNP as an earthquake and tsunami disaster response university and showed the results that the development and dissemination of visual representations of UNP SIGAP products have effectiveness in forming a positive brand image of UNP and are categorized as "very feasible".



STATEMENT	SCORE			
	SD	D	A	SA
.....	1	2	3	4

Table 1. Expert questionnaire score based on Likert Scale. Source: adapted from (Riduwan, 2013).

INTERPRETATION CRITERIA	ASSESSMENT
Strongly Disagree (SD)	0% - 24,99%
Disagree (D)	25% - 49,99%
Agree (A)	50% - 74,99%
Strongly Agree (SA)	75% - 100%

Table 2. Percentage rating based on Likert Scale. Source: adapted from (Riduwan, 2013).

## Conclusion

In general, it can be said that branding is very important in building a brand. This is what UNP is doing to give a sense of confidence to the academic community and the public. The purpose of this research in general is to design visual branding for UNP as an earthquake and tsunami disaster response university by promoting design principles that are important keys in a design. So that the relationship between the confidence of an identity to a positive image can be presented in this UNP SIGAP visual branding. Based on the feasibility test results of design and media expert validators conducted on the UNP SIGAP logo, the percentage is 92.30% for the design principle category and 94.11% for the logo principle category.

Therefore, the visual branding was rated as 'very good' and then presented as a medium for production. The response of the academic community to the UNP SIGAP visual representation products with a percentage of 94.23%, then interpreted the value based on a predetermined interval, thus showing the results that the development and dissemination of visual representations of UNP SIGAP products has the effectiveness in forming a positive brand image of UNP and is categorised as 'very feasible' to be further presented as a medium for production in the dissemination of UNP SIGAP visual branding as an earthquake and tsunami natural disaster response university, so as to form a positive brand image and brand awareness for UNP as an earthquake and tsunami natural disaster response university.

The results of this study indicate the importance of building the UNP SIGAP brand as a university that is not only concerned with education. UNP is also concerned in terms of public services by providing confidence and trust to the academic community and the public that UNP is alert and responsive to natural disasters of earthquakes and tsunamis. One of them is by providing knowledge and mitigation of earthquake and tsunami rescue. For this reason, it is important to find the right brand name in the form of UNP SIGAP as a brand, and find a UNP SIGAP logo that is in accordance with the characteristics and principles of design, as well as a suitable visual



Figure 17. Instagram social media accounts.

representation as a medium for disseminating this UNP SIGAP visual branding.

It is highly recommended to implement and disseminate the visual representation products of UNP SIGAP consistently in order to reach the target audience more widely, by optimising the dissemination of information either through social media Instagram, Twitter or other social media, as well as giving key chains, stickers, and totebags to the academic community and the public around UNP. The current limitation is that this research still focuses on UNP Air Tawar, Padang City. Meanwhile, UNP has several campuses in other areas in Padang City such as in Lubuk Buaya, Gadut, Bukittinggi and other areas in West Sumatra. Therefore, it is hoped that this research can be continued and developed to benefit the existing community, especially in areas prone to natural disasters such as earthquakes and tsunamis.

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