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Research Article

Reinforcing Regional Identity Through Facade Design: The Case of Government Office in Banda Aceh, Indonesia

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Abstract

Office buildings in Banda Aceh serve a vital role as the administrative and governmental centers of Aceh Province. Therefore, these buildings are expected to reflect the regional identity of 'Aceh.' The facade serves as both the face and the identity carrier of the building but also conveys impressions and characteristics that embody the identity of a place. Tengku Mohammad Daud Beureueh Street is a key corridor that connects the commercial, service, and governmental centers of Banda Aceh. However, design changes along this corridor have resulted in a lack of unity among the buildings. In fact, visual harmony between buildings is essential to create a strong and meaningful urban character. Despite their symbolic importance, the facades of government buildings in Banda Aceh have received limited attention, as reflected by the absence of architectural regulations governing the visual quality of urban areas. This highlights the need for a study on the arrangement of government building facades as a means of reinforcing the identity of Banda Aceh. This research aims to evaluate the characteristics of office building facades in creating a representative urban image. A descriptive qualitative methodology was employed, utilizing physical aspect analysis through observation of facades, visual assessments, and expert interviews. The findings reveal that the Tengku Mohammad Daud Beureueh corridor features diverse architectural styles, with 38% of buildings incorporating local architectural values. While some buildings display traditional Acehnese ornaments, many lack visual coherence, resulting in disharmony. Interviews with experts suggest the need for more specific facade design guidelines to promote the integration of local architecture. Design recommendations include the use of Acehnese elements to establish a harmonious visual rhythm. Urban planning should strive for a balance between modern architectural expression and the preservation of local cultural values in order to build a strong and distinctive identity.

Keywords

Building Facades, Visual Character, Government Office, Banda Aceh

1. Introduction

The facade of a building plays a crucial role in creating the first impression of a structure. In architectural terms, the facade is regarded as the "face" of the building [1]. As the most visible element, the facade conveys messages, characteristics, and the identity of the building. It is not merely a decorative element, but also the "face" of the building, representing both its function and the socio-cultural context surrounding it [2-11]. The importance of a facade also lies in its ability to create visual relationships between buildings. This relationship arises from visual similarities among buildings within an

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area, contributing to the formation of a distinctive image or identity for that particular environment [20]. In this context, the facade of government buildings should provide an impression that aligns with the regional identity, reflect the character of the city, and communicate a message consistent with its function.

The components of a building facade are essential elements that shape its visual expression while representing the architectural function and identity of the structure. Krier [2-11] identifies six primary components that should be considered in facade design: (1) gateways and entrances, (2) ground floor zones, (3) windows and doors, (4) boundary fences, (5) roofs, and (6) signage and ornaments on the facade. These components serve as visual focal points that reflect both the physical characteristics and symbolic meanings of a building within its social and cultural context. Furthermore, Ching [4-19] emphasizes that visual elements such as form, size, color, texture, position, orientation, and visual inertia also contribute to the formation of the facade, enriching its aesthetic value and enhancing its legibility. Formative principles such as geometry, symmetry, depth contrast, rhythm, proportion, and scale act as determining factors in the transformation and articulation of facade design, ensuring that it remains contextual and visually coherent.

Based on an understanding of these theories, the analysis of a building facade's physical components can be formulated through six key elements: (1) gateways and entrances, (2) windows, (3) main doors, (4) fences and railings, (5) roofs, and (6) facade ornaments. These six elements serve as important indicators for evaluating visual quality, functional suitability, and the building's connection to its socio-cultural and environmental context.

One of the focuses of this research is the office corridor on Jalan Tengku Mohammad Daud Beureueh, located in the Kuta Alam district of Banda Aceh. This road corridor connects the commercial, service, and city center areas, and thus requires a strong visual character to create a lasting impression on the public (Figure 1). Over the past five years, this area has experienced rapid development, with the construction and renovation of office buildings, particularly for government offices.

The specific characteristics of a place that give it meaning are crucial and must be emphasized [2-21]. A good visual character is formed through the harmony of physical elements within an area [5-22]. Visuals refer to the relationship between elements within a building or between buildings in the surrounding area, creating a unified visual effect that forms an overall harmonious impression [9-26].

The classification of visual character can be divided into several stages, namely: the overall character of the building, which includes form, roof, openings, projections, intersections, materials, and layout. Meanwhile, the more detailed character includes material details and ornamentation, as well as interior characteristics such as individual spaces, similar spaces, finishes, and exposed structures [16].

Visual character can be understood through visual cues perceived by the eye [4], and visual character with a good correlation can create emotional satisfaction for observers in relation to the [6]. The formation of an area's characteristics is influenced by the structured development of the area, ownership policies, and applicable regulations [25].

The character of an area as perceived by its users provides distinctiveness and uniqueness. According to [15, 23], the elements that shape visual character include: (1) Buildings, (2) Landscape, (3) Parking, and (4) Signage [18]. Other visual character elements include: (1) Scale, (2) Architectural Style, Motifs, and Themes, (3) Visual Detail Intensity, (4) Expression, (5) Materials, (6) Proportion, and (7) Rhythm [17].

Figure 1. *Research Location.*

The greater the variety of buildings, the more diverse the elements within them, such as design, color, the shape of windows and doors, size, function, and so on [10].

However, despite the great potential of this office area, there are issues related to the alignment of facade designs between new and existing buildings. This inconsistency undermines visual coherence and overall character of the area, which ideally should reflect the identity of Banda Aceh as a governmental center.

Based on this, the research focuses on analyzing the characteristics of building facades along the office corridor of Jalan Tengku Mohammad Daud Beureueh, using theories related to building facades, visual character, and identity. This study aims to understand how the diversity of forms and facade characteristics in the area influences the city's visual image and regional identity, in order to develop facade design harmony that can strengthen the visual identity of Banda Aceh.

The identity of a place is shaped by its unique character, which cannot be uniformly replicated elsewhere. Gibberd [8] emphasizes that no two places are identical; therefore, architectural design must be specific and contextual, demonstrating clarity and characteristics that align with the local environment and historical background. A failure to appropriately integrate modern design with historical structures can lead to visual dissonance and obscure a place's identity. As Mahendra [13] points out, uncoordinated harmony between old and new ar-

chitectural elements can erode the established spatial meaning.

Furthermore, Lynch [12-14] argues that a city's image is formed through the biological rhythm of space and place, endowed with a sense of time, deeply rooted in the social, economic, and cultural dimensions of its community. This implies that a city's identity is not built solely from its physical form, but also through its historical narratives and the evolving collective activities of its residents.

In the framework of urban planning, Budiharjo [3-14] proposes six key parameters for assessing a city's identity: (1) historical value that reflects national struggle or the city's historical development, (2) local or traditional architectural value such as palaces or aristocratic residences, (3) archaeological value as seen in heritage sites like temples or fortresses, (4) religious value represented by the presence of historic places of worship, (5) local distinctiveness found in socio-economic and cultural activities, and (6) harmony between the built environment and the surrounding natural potential.

Thus, the formation of a place's identity cannot be separated from a comprehensive awareness of its local context—through design approaches, an understanding of history and culture, and the sustained relationship between space, time, and the community that inhabits it.

The novelty of this research lies in its analytical approach to examining the visual characteristics of office building facades in a strategic urban corridor, by integrating façade theory, place identity, and principles of visual coherence. This study not only maps the elements that shape visual character but also evaluates their impact on the city's image and regional identity. The findings are expected to provide both conceptual and practical contributions in formulating facade design guidelines that are harmonious, contextually responsive, and capable of reinforcing the local identity of Banda Aceh in a stronger and more sustainable manner.

2. Methods

This study is a qualitative research type using a descriptive method, aimed at systematically, factually, and accurately depicting the facts and characteristics of a specific population or area [7]. It collects two types of data sources: 1) Primary Data: **i**nterviews with experts or professionals in the field, which provide a clearer and more accurate description, and observations [24]; 2) Secondary Data: literature review. In conducting the research, the aspects used have been determined based on the synthesis and review of studies focusing on government office buildings, particularly regarding the facade and surrounding environment of the buildings. The focus of the research is presented in the table below:

Table 1. *Data Collection Through Observation.*

Aspect	Sub-Aspect	Operational Definition
Office Building	Building acade	Front Elevation of the Building
	Surrounding Building Facades	Elements Found on the Facades of Surrounding Buildings

The analysis technique is based on the physical aspects of the road corridor through the observation of building facades. The analysis is conducted on the buildings, followed by the identification of the visual characteristics of the buildings, which can serve as a reference for the building's identity, allowing for the achievement of visual harmony. In analyzing this research, the data requirements are categorized according to the research variables, making data collection more manageable (Table 2).

The research process involves steps to analyze the character of each building, with zoning divisions to facilitate the researcher in tabulating the data into the previously planned tables (Figure 2) (Table 3). The data collected for the analysis and assessment of the building's character in this study also comes from interviews with office building users, as well as experts such as architects and planners.

Table 2. *Data Requirements.*

Building			
Sub-Aspect	**Data Requirements**	**Data Collection Techniques**	**Data Analysis Techniques**
Facade	Façad Components 1. Entrance door 2. Openings 3. Roof 4. Fence 5. Signage 6. Ornamentation Facade Composition	1. Description 2. Documentation (Photo/Sketch) 3. Location Map	1. Synchronic Reading 2. Character Appraisal

Building			
Sub-Aspect	**Data Requirements**	**Data Collection Techniques**	**Data Analysis Techniques**
Facade Character	1. Geometry 2. Symmetry 3. Rhythm 4. Scale 5. Proportion Facade Elements 1. Material 2. Color Distinctive Features of the Building 1. Architectural Style 2. Historical Value 3. Local Architecture 4. Uniquenes 5. Building Harmony		1. Walkthrough Analysis 2. Character Apprasial

The research stages carried out in reading the character of each building involved zoning divisions to assist the researcher in tabulating the data into the pre-planned tables (Figure 2) (Table 3). The data used to analyze and assess the building characters in this study were also obtained from interviews conducted with randomly selected office building users and experts with backgrounds in architecture and planning.

The zoning division was carried out through physical data collection by photographing the office buildings' facades using a camera from a parallel viewpoint on the median strip, perpendicular to the front elevation of the buildings. The facade documentation of each building was then inventoried using the Linear Slide Views method. The visual data obtained from each building were arranged sequentially according to their position along the corridor, and subsequently analyzed using the Serial Views method. This analysis aimed to read the character of the buildings and assess them based on Cullen [6] townscape theory of place and content, with the analysis sequence following the location of the buildings within the office corridor.

The main objective of this analysis was to identify unique, distinct, or prominent building characters along the Tengku Mohammad Daud Beureueh Street corridor. The study area consists of 21 office buildings, which were grouped according to the side of the street on which they are located. This grouping was divided into six zones to facilitate a more structured and manageable process of building identification and inventory.

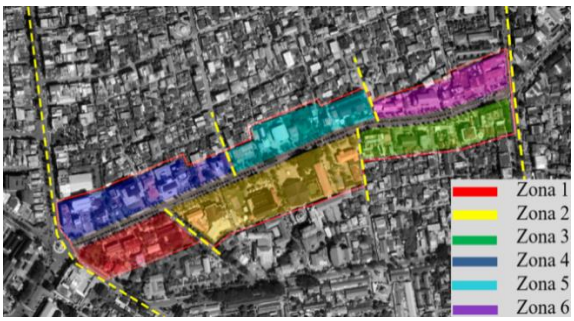


Figure 2. *Zoning Division.*

3. Results and Discussion

Physically, the office corridor along Jalan Tengku Mohammad Daud Beureueh that was studied stretches for 965 meters. In its position, the coverage area is designated as an office zone with strategic importance, located within the central old town area of Banda Aceh as outlined in the 2009-2029 Spatial Planning (RTRW) of Banda Aceh. The research identified 6 office buildings across 6 zones to facilitate the building identification process. The zoning boundaries are as follows:

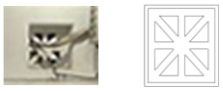
Table 3. *Zoning Boundaries in the Corridor.*

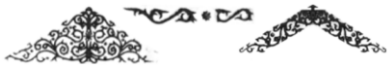
Zone 1:	Jalan Tengku Mohammad Daud Beureueh, tikungan Jalan Tengku Chik Kuta Karang
Zone 2:	Jalan Tengku Mohammad Daud Beureueh, tikungan Jalan Study Fond

Zone 3:	Jalan Tengku Mohammad Daud Beureueh, tikungan Jalan Tengku Hasan Dek
Zone 4:	Jalan Tengku Mohammad Daud Beureueh, tikungan Jalan Dharma
Zone 5:	Jalan Tengku Mohammad Daud Beureueh, tikungan Jalan Cendrawasih
Zone 6:	Jalan Tengku Mohammad Daud Beureueh, tikungan Jalan Syiah Kuala

The buildings were observed sequentially and photographed to obtain complete documentation. The building character was analyzed using theories to assess and provide guidance in shaping the area's identity. The researcher then classified the building characters into three stages: the overall form of the building, the character visible from a close distance, and the elements of individual space, finishing, and exposed exterior structure, as described by Nelson [16]. The character of the 6 office building facades along the Jalan Tengku Mohammad Daud Beureueh corridor is outlined in the table below:

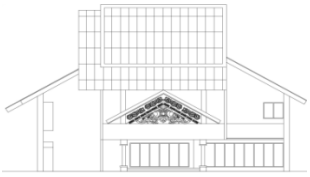
Table 4. *Analysis Table.*

Office Building Facade Data Zone 1	
PEMA	
Facade Components	
Entrance and Openings	The entrance door is not oriented toward the street. The windows are vertically aligned, featuring traditional *krepyak* and *linmas* designs
Building Roof	The roof features a hexagonal pyramid shape and a hip roof
Ornamentation	The window ventilation features floral decorative elements 
Signage	There is no signage on the building facade
Facade Composition	
Geometry	Pyramid (roof) and hexagonal prism
Symmetry	The building is asymmetrical
Rhythm	Repetition of window openings on the building's wall plane

Office Building Facade Data Zone 1	
PEMA	
Scale	The scale adjusts to human dimensions and consists of one floor
Proportion	The height of the roof and the building appear balanced with a 1: 1 ratio
Facade Elements	
Material	Asphalt, wood, and concrete roof
Color	Black and white
Office Building Facade Data for Zone 2	
DPRA	
Facade Components	
Entrance and Openings	Three main doors are located in the center of the building. The openings on the building's facade are vertical on the left and right sides, and horizontal in the central part of the building
Building Roof	It has a modified saddle shape, also known as the *lhee sagoe* roof
Ornamentation	The ornaments are located on the roof eaves, fascia, body of the building, lobby canopy, and on the building columns 
Signage	There is no signage on the building facade
Facade Composition	
Geometry	The forming shapes are rectangle and triangle
Symmetry	Symmetrical building
Rhythm	Repetition of decorative wall ornaments and the arrangement of window openings
Scale	The building scale is adapted to human dimensions and consists of three floors
Proportion	The roof and the body of the building appear more dominant with the saddle roof shape.
Facade Elements	
Material	Wood is dominant on the eaves. Brick walls, and asphalt roof
Color	Brown, black, and white
Office Building Facade Data for Zone 3	

Office Building Facade Data Zone 1	
PEMA	
BPS Aceh	
Facade Components	
Entrance and Openings	The main door is in the center of the building. The windows are located in the center of the building, with openings on the left and right sides
Building Roof	The roof is in the shape of a saddle, with flat roofs on the left and right sides
Ornamentation	The ornament is located on the eaves of the roof  
Signage	There is a sign with the office's institution name in the center of the building
Signage	There is a sign with the office's institution name in the center of the building
Facade Composition	
Geometry	The forming plane is rectangular vertically and triangular on the saddle roof
Symmetry	Symmetrical building
Rhythm	Repetition is found in the windows and their dividing panels
Scale	Adjusted to human dimensions with three floors. The building's lobby does not make the building appear monumental
Proportion	The roof shape tends to be small and located in the center of the building, with a ratio of 1: 4
Facade Elements	
Material	Materials: glass, aluminium composite panel (ACP), and brick walls
Color	Gray, cream, and blue
Office Building Facade Data for Zone 4	
BAPELKES	

Office Building Facade Data Zone 1	
PEMA	
Facade Components	
Entrance and Openings	The main door is located on the second floor in the center of the building. The windows are typical for each floor
Building Roof	Flat and gabled roof
Ornamentation	Ornaments are located on the eaves and balcony railing  
Signage	The sign is located at the building's lobby with raised letter material
Facade Composition	
Geometry	Square and triangle planes
Symmetry	The building is symmetrical with balanced left and right sides
Rhythm	It is found in the openings from the 2nd floor to the 6th floor in a typical manner
Scale	A six-story building with a floor-to-ceiling height of 4 meters per floor
Proportion	The ratio between the shape of the lobby area and the main building is 1: 3
Facade Elements	
Material	GRC (column-ornament-profile), iron, black glass
Color	Black and white
Office Building Facade Data for Zone 5	
Ex BTPN	
Facade Components	
Entrance and Openings	The door is located at the center axis of the building. The window openings on the first floor are rec-

Office Building Facade Data Zone 1	
PEMA	
	tangular and vertical in shape.
Building Roof	The roof is gabled
Ornamentation	The ornament is located on the eaves of the building's lobby 
Signage	There is no signage on the building facade
Facade Composition	
Geometry	Square and triangle
Symmetry	The building is symmetrical
Rhythm	The repeating element is the windows on the ground floor
Scale	The building has two floors with a height of 4 meters per floor
Proportion	The ratio between the upper and lower sections is 1: 1
Facade Elements	
Material	ACP, copper, glass, and brick wall
Color	White, gold, gray, and silver.
Office Building Facade Data for Zone 6	
Brimob Aceh	
Facade Components	
Entrance and Openings	The main door is located at the center of the building. Openings on each building facade are in a typical form.
Building Roof	Shield roof
Ornamentation	It is located on the eaves of the building's terrace 
Signage	It is located on the left side, center, and right side of the building, displaying the relevant institution's symbol
Facade Composition	

Office Building Facade Data Zone 1	
PEMA	
Geometry	Rectangle and triangle
Symmetry	The building is symmetrical
Rhythm	The repeating elements in the window openings are arranged horizontally
Scale	The two-story building has a floor-to-floor height of 4 meters
Proportion	The proportion of the roof height to the building height is 1: 2
Facade Elements	
Material	Natural stone, galvanized iron, wood, and brick wall masonry
Color	Cream, red, brown, and black

3.1. Distinctive Features of the Office Corridor on Teuku Mohammad Daud Beureuh Street

The distinctive character of a corridor is influenced by both its physical and non-physical elements. Physically, this distinctiveness emerges from the sequence of building facades and the contrast between modern structures and those of historical value [13]. An analysis of the facades along Teungku Mohammad Daud Beureueh Street reveals that the spatial composition reflects the evolution of civilization. According to Budiharjo's theory, there are two key parameters in defining a city's identity as follows:

1. *Historical Value*

Historical value stems from the role of the past in the national struggle and the development of the city [3]. In this study, historical value is evident in the colonial-era building that now serves as the Office for Aceh Development (PEMA), managed by the Aceh provincial government. This building, protected as a cultural heritage site by the Banda Aceh city government and known as the *Rumah Budaya*, possesses a character that stands in stark contrast to its surroundings.

Figure 3. *The PEMA Office.*

2. *Local Architectural Value*

Local architecture plays a significant role in defining an

area, both in terms of materials and underlying philosophy, creating distinctiveness and uniqueness. Buildings that reflect local architectural value along the Teungku Mohammad Daud Beureueh corridor include:

1) Aceh House of Representatives (DPRA)

The office of the Aceh House of Representatives (DPRA) exhibits a stronger expression of local architectural values compared to other buildings along the Tengku Mohammad Daud Beureueh corridor. The roof design adopts the traditional *Lhee Sagoe* style, characteristic of Acehnese architecture, and is complemented by various local decorative elements on the walls, ventilation panels, and fascia boards. The ornamentation is dominated by natural patterns, such as the *emun mupesi* motif (scattered clouds and aligned clouds).

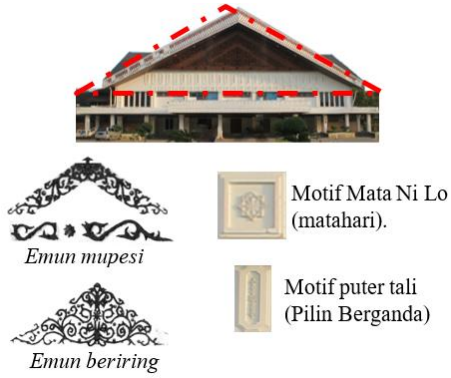


Figure 4. *The DPRA Office.*

2) Central Statistics Agency (BPS) Office

The office of the Central Statistics Agency (BPS) of Aceh reflects local architectural value in the roof structure, featuring a *tolak angin* (ventilation element) on the gable roof facing the main road. The decorative motif used is *Emun Mupesir* (scattered clouds), similar to those found on other buildings within the scope of this study.

Figure 5. *The Aceh BPS Office.*

3) BAPELKES

The office of the Aceh Health Training Center (BAPELKES) features Islamic architectural elements on its building facade. These Islamic values are reflected in the ornamental details of the front terrace railing. Acehnese cultural identity is also present in the building's *tolak angin* (ventilation panel) at the lobby, which includes a slightly modified *Emun Mupesir* (scattered clouds) motif. The entire building is predominantly white, symbolizing cleanliness and purity in accordance with Acehnese customs and traditions.

Figure 6. *BAPELKES Aceh Office.*

4) Ex-BTPN Office

The former BTPN office displays local architectural value through the shape of its main structure. Additional regional characteristics are evident in its resemblance to a traditional Acehnese house, featuring a stilted foundation, wide openings, and circular columns. The lobby's *tolak angin* (ventilation panel) is adorned with Acehnese ornaments, specifically the *Emun Berkune* (branching clouds) and *Emun Beriring* (aligned clouds) motifs. These distinctive Gayo-style decorations are rendered in gold color using copper material.

Figure 7. *Ex-BTPN Office.*

5) The Brimob Office

The Brimob office is the final building in this study that exhibits local architectural value, which can be seen in the lobby's *tolak angin* (ventilation panel) decorated with Acehnese wooden ornaments painted in brown.

Figure 8. *The Brimob Office.*

The corridor along Tengku Mohammad Daud Beureueh Street reflects the identity of the institutions that occupy it. The application of form, color, and architectural style conveys different messages, influenced by factors such as budget, time, and the age of the buildings. Therefore, this corridor should ideally reflect visual harmony among the structures, while preserving historical value and local architectural character to create a distinctive area identity.

A total of 30 architects in the city of Banda Aceh were successfully interviewed to identify building characteristics. In general, the respondents were predominantly male (77%) and over the age of 30, while females accounted for 23%.

Table 5. *Total Number of Expert Respondents.*

Gender		Age Group		Profession	
Male	77%	26-30	27%	Head Architect	17%
Female	23%	31-35	40%	Architect	83%
		36-40	33%		

The interview results indicate that 60% of the informants suggest that the government should create more specific regulations regarding building facades to encourage renovations that reflect local architecture. New or renovated buildings are allowed to design their facades according to the institution's preferences, but they must adhere to government regulations while prioritizing local wisdom.

A total of 33% of the respondents rated that the direction for facade development in the corridor should lean towards a more flexible form. However, 7% of the respondents held a different opinion, emphasizing the importance of preparing the facade appearance for a more modern future.

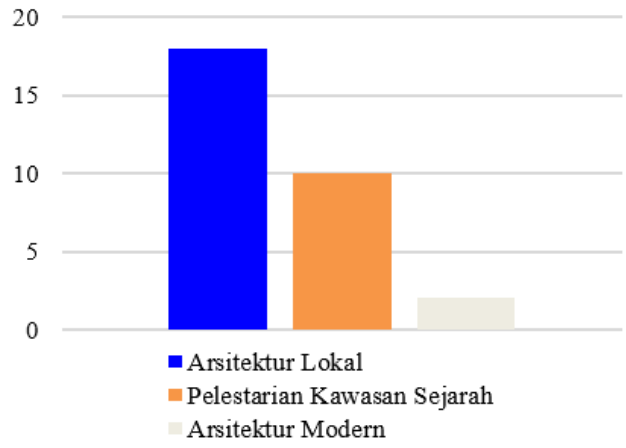


Figure 9. *Facade Development Direction.*

3.2. Concept of Design Criteria and Facade Arrangement Strategy

The facade arrangement strategy of a building is a form of revitalization for buildings that fall into the category of structures with the potential to be replicated. Below are the design criteria and arrangement strategy for the Tengku Mohammad Daud Beureueh street corridor based on:

1) Building Criteria

The appearance of the building should emphasize the presence of visible details on each facade, which are attractive and demonstrate diversity within a harmonious context, while still maintaining local values, particularly the distinctive characteristics of the Aceh region.

2) Design Criteria

1. The facade should be improved with stronger regional values.
2. The height of both old and new buildings should be harmonized to create a visual rhythm along the corridor.
3. Adjustments to the dimensions (signage) are necessary to ensure clarity and legibility.

3) Arrangement Strategy

1. The optimization of walls and roofs with local Acehnese ornaments can highlight the *seeing in detail* and serve as the main focal point of the building's facade.
2. The gable roof, as the primary element of the building, should be applied in accordance with Aceh Governor Regulation Number 13 of 2023 concerning Acehnese traditional architecture.
3. The arrangement of roof heights in each corridor zone needs to be harmonized, creating a visual focus and a dynamic, harmonious flow.
4. The height of the main signage on each building should be coordinated according to the corridor's zoning to ensure visual harmony.

3.3. Concept of Facade Arrangement for the Office Corridor

The design criteria and facade arrangement strategy explain the rules mathematically based on the analysis previously conducted. Below is the concept of facade arrangement for the Tengku Mohammad Daud Beureueh street corridor:

1) Arrangement Strategy

1. Optimize the application of local values on building facades by emphasizing the *seeing in detail* aspect.
2. Incorporate local-style roof elements on each building as a local identity.
3. Harmonize the height of new and old buildings to create a visual focus and dynamic impression.
4. Regulate the height and type of main signage on each building within each corridor zone.

2) Design Concept

1. Add detailed elements to building facades incorporating Acehnese cultural motifs such as *Pinto Aceh*, *Bungong*

Jeumpa, *Bungong Meulu*, *Awan Meucanek*, and others, to create facades with a unique regional identity.
2. Design new building facades with gable roofs facing the main street, oriented according to the *tombak layar/tulak angen* direction, in accordance with Article 6 of Aceh Governor Regulation No. 13 of 2023 concerning traditional Acehnese architectural characteristics.
3. Regulate building heights and adopt gable roof forms from existing structures. This adjustment helps establish rhythm and harmony among buildings along the corridor.

The name signage on office buildings should be placed horizontally at a uniform height to create a harmonious rhythm along the corridor. The width of the signage should be adjusted to the size of the building, while the maximum letter height is recommended to be 1 meter. The signage is recommended to use raised letters with LED backlighting or LED downlighting to ensure good visibility, especially at night.

4. Discussion

The architectural character of each office building along the Tengku Mohammad Daud Beureueh Corridor reflects the image and institutional identity of the respective building owners. The application of form, color, and architectural style communicates distinct visual messages, tailored to the identity that each institution seeks to convey. These fundamental differences are influenced by factors such as construction budget, project timeline, and the age of the building.

Based on interviews conducted with building users and owners, it was found that the choice of facade materials plays a significant role in shaping the visual character of the buildings. For instance, several buildings that have undergone facade renovations—such as the BPBA Office, the Aceh Besar Tax Office, and the Department of Education Office—exhibit a predominant use of aluminum composite panels (ACP). This material was selected to convey a modern and clean appearance, while also facilitating a quicker renovation process.

Referring to the distinctive facade characteristics identified within the research scope, it is evident that the Tengku Mohammad Daud Beureueh Corridor should aim to achieve visual coherence among buildings while simultaneously preserving the historical values and integrating local architectural principles. This approach is essential for establishing a distinct and sustainable area identity.

These findings affirm that facade elements—such as material, form, and architectural style—play a vital role in expressing institutional identity and shaping the urban image of the Tengku Mohammad Daud Beureueh Corridor, thus supporting the research aim. The dominant use of modern materials like ACP reflects a desire for a clean, contemporary look, but also indicates the need for consistent design principles to ensure visual harmony. This study's approach—through observation, interviews, and townscape analysis—offers a transferable framework for similar urban contexts. Moving forward, design guidelines that integrate rhythm, proportion, materiality, and local character are essential to promote a cohesive yet distinctive urban identity.

Based on the findings, it is recommended to conduct a thorough identification of the architectural potential of older buildings through the lens of townscape theory. This will help to recognize valuable visual attributes that can be preserved or enhanced. Furthermore, future studies are expected to produce design guidelines that define replicable facade characteristics. These guidelines could serve as references for both new constructions and renovation projects, fostering visual harmony across buildings without diminishing the individual identity of each institution.

5. Conclusions

The Tengku Mohammad Daud Beureueh Street corridor contains six office buildings with various architectural styles. This study identified that approximately 38% of the buildings exhibit local architectural values, while the remaining 58% do not feature elements of traditional Acehnese architecture.

Several buildings, such as BAPPEDA, DPRA, and others, exhibit local architectural values through the use of traditional Acehnese ornaments on roof and facade elements. However, many buildings do not incorporate local values, resulting in visual disharmony along the corridor.

A total of 60% of the interviewed architects recommended that the government establish more specific regulations regarding facade design in this area, in order to encourage the integration of local architecture in both renovation and new development. This is considered essential for preserving the distinctive identity of the area and supporting sustainable development

This study recommends optimizing building facade design to strengthen local identity. Key suggestions include emphasizing the use of traditional Acehnese gable roofs and incorporating local ornaments on each building, as well as adjusting building heights to create a harmonious visual rhythm along the corridor. As part of the area's revitalization efforts, the design recommendations also include the use of distinctive Acehnese elements—such as *Pinto Aceh*, *Bungong Jeumpa*, and others—on facades, along with height alignment to establish a cohesive and visually dynamic streetscape.

These findings also highlight the need for clear urban design policies that support the integration of local architecture into public and institutional buildings. The recommendations proposed can serve as a framework not only for Banda Aceh but also for other cities with similar cultural and spatial contexts, offering a transferable approach to strengthening urban identity through facade design.

In conclusion, the arrangement of the office corridor along Tengku Mohammad Daud Beureueh Street must consider a balance between modern architecture and the preservation of historical and local architectural values, in order to create a

strong and harmonious identity for the area.

Abbreviations

RTRW	Rencana Tata Ruang Wilayah – Regiona Spatial Plan (RSP)
PEMA	Pembangunan Aceh - Development of Aceh
DPRA	Dewan Perwakilan Rakyat Aceh – Aceh House of Representatives
BPS	Badan Pusat Statistik - Central Statistics Agency
BAPELKES	Balai Pelatihan Kesehatan Aceh – Aceh Health Training Center
BTPN	Bank Tabungan Pensiunan Nasional – National Pension Savings Bank
GRC	Glass Reinforced Concrete
ACP	Aluminium Composite Panel

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Author Contributions

Didit Wahyudi: Conceptualization, Data curation, Formal Analysis, Funding acquisition, Investigation, Methodology, Project administration, Resources, Software, Supervision, Visualization, Writing – original draft. Writing – review & editing

Mirza Fuady: Conceptualization, Data curation, Formal Analysis, Methodology, Resources, Supervision, Validation, Writing – review & editing

Halis Agussaini: Conceptualization, Data curation, Formal Analysis, Methodology, Resources, Software, Supervision, Validation, Writing – review & editing

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Data Availability Statement

The data supporting the outcome of this research work has been reported in this manuscript.

Conflicts of Interest

The authors declare no conflicts of interest.

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Biography

Didit Wahyudi is a master's student in Architecture at Syiah Kuala University, Indonesia, with a strong academic and professional background in architectural design. He earned his bachelor's degree in Architecture from Ar-Raniry State Islamic University, where he was awarded Best Graduate. His research interests include architectural facade design, regional identity, and urban visual character. He has over six years of experience in the field, working on public facilities, residential, and hospitality projects. Currently, he is completing his thesis focused on the structuring of government office building facades as a form of regional identity. His work reflects a commitment to contextual architecture and the integration of local values in urban design.

Research Field

Didit Wahyudi: architectural facade design, urban identity and visual character, cultural and local wisdom in architecrue, architectural representation and symbolism.

Mirza Fuady: urban morphology and townscape theory, public space and civic architecture

Halis Agussainilainnya: urban morphology, government and institutional building design.