

ABSTRACT

REDESIGN BANDUNG INSTITUTE OF TECHNOLOGY LIBRARY WITH A SPACE PSYCHOLOGY APPROACH BASED ON CHARACTER

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At present the existence of generation Z with a birth period (1995-2010) has dominated in the college environment. This dominance can also be seen in the Istitut Teknologi Bandung campus environment which can be seen from the number of students taking S1 more than S2 and S3 students. With a total of 16,008 undergraduate students from a total of 23,246 students. That means 70% of the largest population in the Istitut Teknologi Bandung campus environment is Generation Z. So there is a need for the development of libraries that support the existence of Generation Z. Libraries must be able to adjust to the needs of current students by understanding the current character of students. The problem is the Bandung Institute of Technology Library has not fulfilled and provided facilities in accordance with the needs and character of students and the Bandung Institute of Technology Library has not developed more than 8 years from what should have been done in 5 years (source: coordinator of facilities and infrastructure UPT ITB Library). This causes a decrease in the number of student visits to the library as evidenced by the statistical data of the UPT of the Bandung Institute of Technology Istitut has decreased every year, can be seen from the data in 2017-2019 has decreased by 76,679 people (source: statistical data of the UPT Library Istitut Bandung Technology).

In the process of redesigning the Bandung Institute of Technology library will expect the theme of "new age gen" with the aim to be able to attract interest in student visits to the library and create a library that can meet the needs in accordance with the character of students who are the generation Z and make the library as a place of learning which is fun and more interactive. Due to changes and shifts in generations, so also have an impact on changes in character and learning style. Generation Z tends to be more fluent in using technology so that the facilities provided will also use facilities based on technology, in order to provide a different experience for students to visit the library.

Keyword : *Generation Z, Library, Bandung Institute of Technology, Needs, Character*