

ABSTRACT

PERUM BULOG JAKARTA HEAD OFFICE REDESIGN

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Perum Bulog is a public company owned by the Indonesian State which is engaged in logistics. Perum Bulog has a vision and mission and corporate values in an effort to achieve company goals. In 2018 Bulog won the best Brand Strategy award, making the company increasingly recognized by the public. In addition to having a good brand strategy, Bulog's other efforts are to improve the performance and number of employees to help the company achieve the objectives of Perum Bulog. While the existence of a company in its success in branding its company can be seen from 3 important things namely company identity, company image, and company reputation. Bulog Central Office is an office that already has these 3 things but the current office conditions have not been optimized properly, especially in the arrangement of workspaces. While Spatial Planning greatly influences an employee's performance in achieving company goals, Spatial Planning aims to idealize an administrative activity as close as possible to maximize performance. In addition to spatial planning, conditions in the existing use of furniture that have not been optimal, the lack of storage areas for files and office interiors that do not apply the company's identity is often a common phenomenon. and this cannot be avoided by the Office of Public Corporation Bulog. Also by increasing employees means adding needs and space, these things need to be considered in offices in order to create an office environment that can support and improve work efficiency. From these problems, the Bureau of Public Logistics Office needs to carry out a redesign by implementing a good design. Then this redesign aims to maintain the existence of the company by optimizing the arrangement of workspace at the Headquarters of the State Logistics Agency of Bulog and providing comfort as well as satisfaction for employees in the company at work.

This design method uses a qualitative method, which is appointed based on the identification of problems in the office that is not good arrangement of office space, not implementing corporate identity in office interiors, not optimal existing furniture and lack of storage areas. In getting solutions to problems about how to design the interior office of the State Logistics Agency (Bulog) with a corporate identity, designing a good spatial layout, and providing more effective storage and optimizing the use of the furniture, design analysis, data collection, comparative studies for interior design analysis and activity flow are carried out. work at the office, as well as giving the concept of redesigning interior design, by applying the SPLOW design concept introduced by Architecture Delution in 2016 and branding corporate identity in optimizing workspaces as well as furniture. The approach used is Branding Identity, where the design of the design will refer to the company's values and provide solutions to problems and facilitate the design of the interior. The meaning of SPLOW itself is Split and Grow, which means to divide and develop, the application of this concept will include visual concepts, lighting concepts, etc. This concept is also expected to be able to manipulate space in order to meet needs, can create integrity between divisions and internally, as well applying knockdown and mobile concepts to furniture. The theme to be applied is "friendly corporate" which is a representation of the Bulog logo namely Matahari and also represents the activities of the National Logistics Agency as a superior and trusted food source company. Friendly Corporate is expected to provide a new atmosphere that is more comfortable and friendly and has the characteristics of the Bulog office, by presenting a contemporary touch on a dynamic, practical, functional, elegant and simple design.

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