

REDESIGN OF BEKASI CITY TRAIN STATION WITH COORPORATE IDENTITY APPROACH

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Abstract

Train is land transportation that is in great demand by the public, especially the middle class, in addition to making time efficiency, people can easily use transportation because it is easy to reach and the price is cheaper than other public land transportation. Bekasi Station has a vision of realizing commuter rail transportation services as the first and best choice. The mission is to provide commuter transportation services that prioritize safety, service, and timeliness and are environmentally friendly. However, the Bekasi Station Vision and Mission is still quite far from the vision and mission presented. Therefore, the purpose of designing this public space requires a redesign at the Bekasi station in order to provide a good circulation flow based on the vision and mission of the Bekasi Station and facilities with technology. The method used in this research is the observation method, making direct observations to Bekasi Station to obtain data related to the title raised and conducting direct interviews regarding the required data and documentation of the data that has been collected. The design of Bekasi Station with a Corporate Identity approach can develop related vision and mission as the main and best means of transportation so that people can feel an identity that reflects their Vision and Mission with Modern styling with a multifunctional system.

Keywords : Corporate Identity, Redesign, Train Station, Multifungtion