

ABSTRACT

TOYOTA DEALER INTERIOR DESIGN IN SOUTH JAKARTA

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Toyota is one of the largest car manufacturers in the world, distributing its products through authorized Toyota dealers worldwide. One of them is through the Toyota dealer in South Jakarta which has distributed Toyota cars in Indonesia since 1980. Toyota as a large car manufacturer aims to create mobility for all people in the world by improving its quality through continuous interaction of Toyota products with their users. Toyota makes the interaction of its products with its users as the main identity that is realized through Toyota dealers. At Toyota car dealerships in South Jakarta, the main area has not been able to introduce their products properly through the display system that is applied, the display system that is applied is not in accordance with Toyota Interior Outlet standards and Toyota's brand identity is not visible in that area. Poor inter-space relations also lead to a lack of customer interaction with their products. In addition, there are no other facilities specified in the standard Toyota outlet interior. The design of this dealership aims to realize Toyota's goals through the quality of interior design at Toyota dealer facilities in South Jakarta by introducing the identity of the Toyota brand through the use of elements that refer to the interior standards of Toyota outlets.

Keywords : Interior Design, Dealer, Toyota, Brand Identity, South Jakarta