

ABSTRACT

In this modern era, the automotive industry in Indonesia is growing rapidly. Data from the Indonesian Motorcycle Industry Association (AISI) recorded that domestic sports motorcycle sales in 2021 were 443,890 units. It can be concluded that there is an increase of around 12% when compared to January 2021. This causes competition in motorcycle sales between brands. The Director of PT MKI, said, “KTM is a premium motorbike targeted for hobbyists, we want to provide maximum service as well as a lifestyle. Our principle; buy KTM, you get the red carpet”. In addition, the Sales Service Division said, KTM motorbikes are also committed to improving and strengthening KTM's image through showroom facilities. Based on the facts above, the KTM motorcycle showroom has a great business opportunity in the midst of the rapidly growing Indonesian automotive industry, but the implementation of the brand image in the interior of the KTM showroom has not been fully implemented. So that the design of the KTM motorcycle showroom in Tangerang was appointed to present the role of interior design that can strengthen the KTM brand image.

Key Word : Showroom, KTM, dan Brand Image.