

ABSTRACT
REDESIGN OFFICE PT. SURVEYOR INDONESIA IN JAKARTA WITH
CORPORATE IDENTITY APPROACH

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PT. Surveyor Indonesia is an Indonesian State-Owned Enterprise (BUMN) which is engaged in surveying, inspection, and consulting. From observations made at the Surveyor Indonesia office, this office has shortcomings such as office interiors that do not represent the corporate's identity, have not created an interior atmosphere that can support employees to work, the use of color concepts that do not reflect the corporate's identity, and lack of facilities to support employees in carrying out their activities. Through the corporate identity approach, you can create office interiors that can represent your corporate identity based on logo designs, taglines, vision and mission and company values to achieve company goals. By applying the concept of collaboration space which is motivated by the activities of employees who often interact with clients and colleagues so that they can develop and become a better company, especially for employees who can work in a comfortable atmosphere and place that can represent the company's identity. It is hope that this final project can provide a solution and references to space problems related to the comfort and effectiveness of work towards the company's goals and is useful for writers and other parties.

Keywords: *Corporate Identity, Office, Collaboration Spaces*