

ABSTRACT

OFFICE INTERIOR DESIGN PT. JAPFA INDOLAND WEST JAKARTA WITH A BRANDING APPROACH

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The office of PT. Japfa Indoland, a subsidiary of PT. Japfa specializing in planning consultancy, is facing several facility-related issues due to the addition of new employees. The office space does not meet the standard for a planning consultancy, and the furniture dimensions do not comply with anthropometric standards, necessitating a new design. In addition, the circulation flow and furniture arrangement are inefficient, requiring proper spatial organization to enhance efficiency and interaction among employees from different departments.

In the new design, PT. Japfa Indoland's office needs to integrate the branding approach of the Japfa brand to reflect the company's vision and mission in the interior visualization. This is intended to create a consistent atmosphere with the Japfa brand identity and facilitate the work of employees. The new design aims to transform PT. Japfa Indoland's office into an architecture, interior, and property consultancy firm that complies with ergonomic and anthropometric standards, enhancing the comfort of employees and producing optimal designs for design service users.

The new design process will involve in-depth analysis of the current conditions of PT. Japfa Indoland's office, evaluating the challenges faced, and developing comprehensive design solutions. Aspects such as spatial layout, the selection of ergonomic furniture, and efficient circulation flow will be the primary considerations in the new design. The goal is to address existing facility issues, improve employee productivity, and create a comfortable and optimal working environment for all users, including employees and clients.

Keywords: Japfa, Office and Branding