

ABSTRACT

The Rectorate Office is a key governance body in higher education, responsible for organizing campus activities through campus management within the university's academic framework to achieve specific goals. The Rectorate Office is an important building because it is the center of the university, and therefore is related to improving the university's ranking in accordance with the guidelines for implementing the Three Pillars of Higher Education. There are problems with the rectorate office space related to decreased productivity while working due to the monotonous or boring room atmosphere, which does not meet the activity needs of academic administrators and affects the university's ranking improvement through aspects of the Three Pillars of Higher Education that have not been well implemented. Based on the results of interviews and observations, academic administrators, as users who work indoors, require workspaces that support collaboration and interaction between users, as well as attractive spaces that do not yet fully meet the needs of user activities. From the existing problems, the approach applied is Space Psychology, which is used to create a warm room atmosphere through several aspects in forming a good workplace design, taking into account the users' psychology so that their productivity in working can increase. The purpose of this redesign is to create a space that can meet the needs of users' activities to increase productivity at work, so it is hoped that the results of this redesign can serve as a reference and further research for other researchers.

Keywords: *Rectorate Office, University, Room Atmosphere, Environmental Psychology*