

ABSTRACT

Danny Anggara 1403100004.2015. Interior Redesign TVRI West Java Studio With Local Cultural Approach For Identity Design.

TVRI West Java Studios provinve is one of the branch office which exist in each province. One of the problem is the activity in this office, there is no space for employee to gather. With it happen unpleasent things to each other like the disruption the effectiveness of work and lack of privacy. Based on that problems, the facilities are needed to accomodate all the activites of the employee using local approach. *Botram* is a culture in West Java Province which establish togetherness and silaturahmi activities. Botram is one of approach to redesign the studio in order to accomodate all the activities. *Botram* concept is not only raised the effectiveness of the office but also imaging the concept of TVRI Jawa Barat with a local approach.

Key Word---: Redesign, Interior, Studio, TVRI, West Java, *Botram*