

## **ABSTRACT**

In the last 20 years, the cigarette industry in Indonesia has experienced phenomenal growth. Judging from the fact that tobacco companies are the largest division contributor in Indonesia. The role of the tobacco industry in the Indonesian economy is increasingly visible, in addition to being the driving force of the economy, it also absorbs a lot of manpower. In the cigarette industry requires a medium to organize marketing and promotion to increase sales, namely the office itself. Office serves as a service and management of the cigarette company itself. As the tobacco industry develops, tobacco companies are increasingly recognized by the wider community. One of the companies engaged in the cigarette is PT. Surya Mustika Nusantara.

PT. Surya Mustika Nusantara Cirebon itself is a leading Sales & Marketing company in Indonesia that serves as the regional headquarters of West Java, where the office serves to manage the sales of all branches of Apache cigarette office in West Java. So do not be surprised if Apache Cirebon cigarette office to be a reputable office compared to apache cigarette office in the province of West Java. However, from the survey results conducted, this office does not have an interior that shows the identity of the image of the company's identity through the interior, lack of facilities to support office activities for employees.

Based on the above it is needed redesain on apache cirebon office that can show its own identity, so it can raise the image of cigarette brand and company.

**Keywords:** Office, Cigarette, Apache, Identity, Brand, Corporate