

## ABSTRACT

*Hallyu* or Korean Wave is a term for the increase in global popularity of South Korean culture across the world, including Indonesia. The popularity of South Korean culture increases the passion of Indonesian people to learn South Korean culture. Korean Culture Indonesia under Korean Culture and Information Service (KOCIS) was established in Jakarta to spread and educate Indonesian people concerning Korean culture through culture exchange in order to increase South Korea branding in accordance with vision and mission of KOCIS. Korean Culture Center Indonesia (KCCI) has some culture education programs held in or outside KCCI area. Such programs held outside KCCI area because the insufficiency of program facilities availability and lack of South Korea branding reflection. In addition, the available facilities are lack of spatial organization and circulation, and the visitor behavior that only visited certain areas also becomes a problem.

This research conducted uses mixed qualitative and quantitative method by observing, documenting, interviewing, measuring and conducting the literature review in data collecting phase. The conclusion is found by analyzing the existing phenomena and problems in KCCI area, creating concept/problem solving and design improvement for design output. The aim of this research is informing Korean Cultural Center Indonesia to maximize in providing facilities for its programs which will increase South Korea branding in accordance with vision and mission of KOCIS through culture visualization in their design interior.

**Keywords:** *Hallyu*, program, existing facilities, establishment purpose of KCCI, vision and mission of KOCIS