

ABSTRACT

The digital transformation trend is now adopted by various business sectors both in developed countries and developing countries such as Indonesia, makes the need for more working space along with the growth of startup businesses (Marketplus 2017). Co-working space basically is a concept of working space that can be used together with other startup or companies. According to Erwin, CEO of Cre8 Community and Workspace Indonesia says “The existence of working space is one of the drivers of domestic startup growth”. Co-working is creative and energetic place where small companies, freelancer, and beginner can collaborate, interact, and share together. Basic difference between Co-Working Space with other offices is the aspect of work community within it. The reason someone joins Co-Working Space is because it can provide a ‘pleasant social atmosphere’ and ‘a vibrant community’. Therefore, the design needed in Co-Working Space is how to build space that can lead interactions between users so that they are connected and collaborating, providing support and facilities that are suitable for startups and freelancers in South Jakarta to make it easier for them to work optimally.

Keyword: Co-Working Space, Community, Collaboration, Interaction.