

## **ABSTRACT**

*College of economics science is one of the institutions that encourage the development of human resources in the economic field. Serang City which is the Capital of Banten Province can develop economic potential through higher education in economics. The Dwimulya College of Economics, Serang (STIE Dwimulya) is part of an institution that plays a role in this matter determined to participate in improving the quality of human resources in the City of Serang. STIE Dwimulya is currently planning the construction of a new campus building as an effort to develop the quality of facilities and infrastructure, bearing in mind that the campus building currently does not belong to the Dwimulya Foundation, as well as an effort to obtain B accreditation from the BAN-PT. To achieve accreditation requirements, the main objective of design is to need to adjust the design to meet the maximum score of AIPT Standard 6 Forms. The new campus building was built in a busy and quite strategic area. The design is designed using an iconic approach that is also applied so that it can image the STIE Dwimulya brand image through interior design with the concept of "Stackspace" which implements an atmosphere of regularity that optimizes user activities based on the type of activity in a space arranged in a good organization.*

*Keywords: Colleges, Economics, Space Organizations*