

ABSTRACT

Later the creative economy developed into a phenomenon that offset the progress and challenges of globalization. Information technology is one of the biggest factors in the rapid development of the creative economy. But in Indonesia, economic conditions often change and tend to be less consistent. The inequality of the economy in society in Indonesia has not been overcome because of the many factors that hinder economic movements, such as education and individual abilities. In addition, as the ages developed many young people began to forget the local culture which is one of the country's identities. This is another problem with the impact of information technology advances.

These two phenomena are at least now happening in Ciamis district. Based on the data obtained from one of the Ciamis service economies, the Ciamis community is not very good, it can be seen from the fact that there are still many people who are unable to continue their formal education, but do not also choose to find employment (unemployment). Other data states that Ciamis district also has competent cultural tourism potential. In addition, the Ciamis community also has a variety of home industries and SMEs that are quite convincing.

Some of the phenomena and data mentioned above form the Ciamis Creative Hub's Interior Design Design plan with an analogical approach. This design is expected to encourage the economy of local communities, especially young people in developing creative industries while preserving aspects of the traditions and culture of the local area. The design will also avoid shortcomings previously learned from precedent objects, especially in problems found in interior elements in order to achieve the basic goals of interior design, which are safe, comfortable, healthy and effective.

Keyword: industry, culture, creative.