

ABSTRACT

NEW INTERIOR DESIGN OF TOKOPEDIA CARE BRANCH OFFICE BANDUNG CITY WITH BRAND IDENTITY APPROACH

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Technology in this era can be used mobile, which makes all human activities easily accessible quickly from various aspects. A very influential aspect is trading. Trading systems that usually require sellers and buyers to meet to carry out the buying and selling process directly can be transformed into an online system where sellers and buyers do not need to meet one another. This online technology-based trading system is called e-commerce. Examples of e-commerce such as Tokopedia.

Tokopedia is an Indonesian technology company with a mission to achieve digital economic equality. Founded in 2009. Tokopedia has opened several branches of Tokopedia Care. ***Tokopedia Care*** is a trust business that has the main focus of Focus on Customer, providing the best service for all users, who have given trust to Tokedia. The existence of Tokopedia Care helps increase Tokopedia's closeness to the community. as a customer.

Bandung is one of the biggest cities that have interests or interests that are loyal Tokopedia customers, reaching 21% of active users of the Tokopedia site. With this phenomenon, it is needed the addition of a new branch in the city of Bandung to support the development of customer service for Tokedia customers. Therefore, this design will design a new branch office of Tokopedia Care in a digitalpreneur rental office.

The new Tokopedia Care branch office will be built with a total building area of $\pm 2100\text{m}^2$, located on the 4th and 5th floor of a digitalpreneur rental office. In the design of this tokopedia care branch office, the theme of the concept is "*Unique Vision*". The theme is related to the design approach, namely corporate identity (*brand identity*). One of the branding of Tokopedia is store branding by focusing on an attractive and creative office appearance. Color identity is one of store branding that is characteristic of Tokedia, which is green. According to Tokopedia, the green color is identical to the earth which has the meaning to start and grow.

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