

## **ABSTRACT**

### **RE-DESIGN OF HONDA BANDUNG CAR SHOWROOM WITH COMPANY INDENTITY APPROACH**

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*The development of automotive has greatly accelerated over time. Especially, automotive developments in Indonesia continue to increase every year which is evident that Indonesia ranks second in ASEAN after Thailand in its automotive developments. Of course, with these conditions, the competition between brands in the automotive sector is increasingly stringent in meeting the needs of the community, especially in Indonesia. The number of car brands that continue to produce quality products with various advantages, as well as having showroom facilities and workshops can accommodate vehicle owners and prospective vehicle buyers (with copious alternatives). With various kinds of competing car brands, the differences have become more evident as the companies compete themselves to stay at top of the supply chain, making the whole industry vibrant and replete with new features and innovations , such as car products from Japan and Europe. Car products that are mostly found in Indonesia are Japanese cars, one of the reasons is because Japanese cars, honda for example, have more affordable prices than European cars. Honda is ranked third in Indonesia as a brand that scored the highest sales after Toyota and Daihatsu. In addition to making quality products, the role of a showroom is very influential for the brand, by providing good services and facilities. Honda showrooms are widely distributed in Indonesia and one of the Honda Autobest showroom located in the city of Bandung. It facilitates the public to buy new cars as well as original Honda spare parts, also performs maintenance and to service on owned cars. The purpose of this design is to create a showroom that can improve the quality of the showroom interior, so that it can raise the spirit, stimulate and increase the productivity of the users in it and of course, which has its own values in the aesthetic form contained in the Honda showroom. By applying the elements of Honda branding found in the elements that make up the showroom, it makes the visitors who come along with the staff feel the experience that really feels they are in the Honda showroom. The method used in the design is quantitative and qualitative. Quantitative Methods in the form of data collected from the results of field surveys by analyzing the term, and conducting field interviews. Qualitative methods in the form of data analysis sourced from journals, books, websites and news.*

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