

ABSTRACT

REDESIGN OF BPJS KESEHATAN BANDUNG BRANCH OFFICE

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In Indonesia, public services is a series of goods, services, and administrative services provided by public service providers, namely state-run institutions, corporations, independent institutions established under the law for public service activities, and legal entities to the people of Indonesia. BPJS Kesehatan Bandung Branch is an administrative public service about social security to the people of the city of Bandung. BPJS Kesehatan Bandung Branch visited by several age groups, profession, and social. Activities that happen in the BPJS Kesehatan Bandung Branch are serving registration of health insurance participants, changes in data on BPJS Health participants, and participant complaints. The purpose of redesigning BPJS Kesehatan Bandung Branch is to improve the quality of service excellence for the community, implement attractive designs without changing the provisions of the company's brand design, increase user comfort in public service spaces and design designs that are fast, precise and easy (easy use design). The design method used is, data collection by observation, survey, interview with the same object of activity, collecting some literature / books / journals, data analysis, synthesis, design development, and final design. The main problem of BPJS Kesehatan Bandung Branch is that the service system is less efficient which causes circulation accessibility to become congested due to the accumulation of the number of participants and emotional feelings towards users that are disrupted as a result of service. To solve the problem of BPJS Kesehatan Bandung Branch using a technological approach. The technological approach that will be used is Smart Interior Design. This technology will help problem sholving of the BPJS Kesehatan Bandung Branch service system. Several types of Smart Interior Design technology are used by the participant registration system / data change online, Display tochscreen to assist the verification process of participants who have registered online, and Hologram Projector to provide information about the service system / company profile and provide aesthetics in the space. The design theme used is Harmony In User Equity. This theme is providing solutions to design problems that occur at BPJS Kesehatan Bandung Branch which refers to comfort. The main scope of Harmony In User Equity is nature into the workplace, ergonomic workplace, and nature lighting. The reason for using the theme Harmony In User Equity is to provide comfort factors for an efficient service system, comfort for users, comfort from circulation / space organization, and psychological comfort for humans. The design concept used is The Comfortable With Smart Interior Design Approach. This purpose concept to provide convenience for permanent or non-permanent users with the help of technology to help solve service system problems from the BPJS Kesehatan Bandung Branch. The concept of spatial organization in this design is Cluster space organization, because this office has different

spatial sizes and spatial functions. Circulation of human activity in this office is radial, because this office has circulation design provisions that refer to the BPJS Kesehatan logo. The visual concept in this design is The Transformation Geometrics Shape. This visual concept is the transformation of a square to circle shape with a touch of curved lines / curves so that it does not look sharp, stiff, does not harm the user and does not interfere with human psychological. This visual concept will be applied to the visual space, and the shape of the furniture. The color concept used is the Earthy Tone color concept, which is a color concept that refers to earth and natural colors. This color is a combination of natural and monochrome colors. This color concept will be applied to all rooms in the BPJS Kesehatan Bandung Branch office.

Keyword : *Public Service, Company Profile, User, Technology, Theme, Concept*