## **ABSTRACT**

## NEW INTERIOR DESIGN OF JENDELA360 OFFICE AT SOUTH JAKARTA WITH PSYCHOLOGICAL APPROACH

## Muhammad Naufal

Desain Interior, Fakultas Industri Kreatif, Universitas Telkom Jl. Telekomunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257

Startup companies in this era have sprung up and are in great demand by the millennial generation as a destination for work. One example of a startup company is the Jendela360 office, which operates in property from 2016 to the present. With the number of millennial generation workers at the Jendela360 office, new problems arise from the psychological aspects of office users. Millennials are quick to feel bored and stressed out because office space is perceived to be too monotonous and lacks entertainment facilities, which results in unproductive employees working. In addition, another problem found in the Jendela360 office is an increase in the number of employees each year which results in a lack of work facilities in the existing office.

To answer these problems a new design is needed in accordance with the character of millennial employees. The use of the theme "properly" provides a decent, comfortable, and pleasant office to employees supported by facilities and infrastructure that are suitable for Window360 office users. There is also the concept of "Teal Organization" with the placement of each work area that contains several interconnected divisions supported by a contemporary modern style that follows trends in accordance with the character of millennial generation.

With the new Jakarta Jendela360 office design that suits the needs of users, it is hoped that it can affect the productivity of Jendela360 employees so that a quality, comfortable, and efficient work system is created.

Keyword: startup office, millennial worker, work productivity