

ABSTRACT

REDESIGN THE MAYOR'S OFFICE MAGELANG

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The Government Office is a place used for activities by regional government administrators, where people representatives regulate the course of government and development in all sectors of life to improve the welfare of the community. Government office requires special demands, namely containers that act as philosophical, functional, and technical symbols, and the function of openness as a representative symbol of the people of an area. it's becoming a place for government stakeholders in carrying out regional autonomy, especially for mayors and deputy mayors who must have appropriate government offices in order to support the running of the regional development process and the implementation of the vision and mission of government. In this case, the government office itself must become a mirror for the region under its leadership. But in this case, the Magelang Mayor's Office itself has not been able to implement a design that reflects the City of Magelang properly.

Through the explanation, the research and redesign process of the Magelang Mayor Office will be conducted which is still not in accordance with the government standard contained in the Regulation of the Minister of Domestic Affairs No. 7 of 2006 concerning Standardization of Facilities and Infrastructure of Local Government Work, that rule can't represent the City of Magelang properly with the city government offices. From these problems, need some redesign in the Office city to increase productivity and effectiveness of working in the office and it can be a representative/mirror of the City of Magelang where's can be a promotional event for anyone who later visits in Magelang Mayor's Office. It manifested by applying the optimization of space requirements and user facilities in its design, by referring to government standardization and vision mission of Magelang, also applying the characteristics arts of Magelang in the form design and application of the art exhibition space of Magelang. This design is based on government regulations, namely Minister of Domestic Affairs Regulation Number 7 of 2006 concerning Standardization of Facilities and Infrastructure of Regional Government Work, Presidential Regulation Republic of Indonesia Number 73 of 2011 concerning Construction of Office Buildings, and Republic of Indonesia Law Number 32 of 2004 concerning Regional Governments which are rejected the measure in the design of the Magelang Mayor's Office redesign.

In the Interior Redesign Design of Magelang Mayor's Office, Magelang will apply an identity approach that refers to the vision and mission of the City of Magelang. From this approach, it is expected to form a comfortable, structured and representative interior atmosphere in the office for Magelang. So that users or

visitors in the office do not feel bored when visiting or working for a long time in the office and can describe the City of Magelang in the Magelang Mayor's Office building.

The results of the Magelang Mayor's Office design that are applied in the concept of "Representative" in the style of "Regionalism" that is by applying existing materials in the office, some of them can utilize local materials in its design or by adapting from arts or crafts in the Magelang itself to build the character of Magelang became Magelang Mayor's Office such as Anderit Stone, Local Pine Wood, Bamboo Woven, and so on. A colour application that will use colours that characterize of Magelang by adapting colours from arts, crafts, or from special foods from the city of Magelang itself.

Keywords: *Government office, Identity, Redesign, Vision Mision, Branding, Magelang, Representative*