

ABSTRACT

The development of the industry in the automotive sector, especially cars in Indonesia is progressing rapidly. Each brand competes to create the latest products with the best facilities and their quality with the aim of these products can be accepted by the public. Some well-known brands even create the latest products with their innovations and promote these products in various ways, one of them by attracting the attention of the public through the method of selling to dealers. A good dealer design in terms of product, facility, and service structuring system in it can attract the attention of the public to come and it is indirectly a part of the promotional media for the car brand. Likewise with the condition of the famous and oldest car brand in the world, namely Volkswagen. At present, to maintain its brand Volkswagen creates the latest products with various facilities and innovations in it, one of which is an energy-efficient electric car. However, what happens in the automotive industry market in Indonesia is that people's interest in Volkswagen brand products is not as much as Asian brand products. For this reason, a marketing strategy is needed to introduce how valuable the quality of the Volkswagen brand is. This relates to the design of Volkswagen dealers in Indonesia that have not yet paid attention to the design standards of Volkswagen dealers originating from central Volkswagen (Germany). The design standard includes brand identity which serves as an introduction to personal data from the brand as well as media promotion of the product. This condition also occurs in the design of Volkswagen dealers in Bandung which have not been maximized in applying the Volkswagen dealer design standards. In addition, even in the interior of the dealership there are still a number of problems related to circulation, structuring systems, and supporting elements such as signage and do not yet refer to the dealer interior design standards that have an impact on the comfort of activities on space for users. To design the interior of a Volkswagen dealer in Bandung that is comfortable in a space and can be a promotional media at the same time, the design will refer to the Volkswagen brand standard and other supporting standards with the method of designing primary studies (field observations and interviews) and secondary studies (data collection). Supported by the brand identity design approach method, it is expected that the final design of Volkswagen car dealership interior in Bandung can be in accordance with applicable brand standards and be a medium for further brand recognition for the public, especially in Bandung, as well as providing comfort space for user activities in it.

Keywords: Interior Redesign, Dealer, Volkswagen, Brand Identity, Marketing