

ABSTRACT

INTERIOR DESIGN OF GRAB BRANCH OFFICE IN WEST JAVA

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Transportation has an important role in this case, because most of the time in their activities use on trips. Highly congested cities cause traffic congestion which is still a serious problem in big cities, so various efforts are made to reduce congestion, one of the innovations that is expected to be a solution is online transportation. The development of online transportation is greatly influenced by the development of the internet and digital devices, namely smartphones. With the rapid increase in the number of mobile internet users in recent years. Emerging various internet-based smartphone application companies to contribute to innovating and providing convenience solutions for mobile internet users in various fields, one of which is in the field of transportation. The online transportation currently available in Indonesia is motorcycle and especially Grab.

The West Java Grab Branch Office requires facilities for the organization to achieve its goals and maximize customer service. One of these facilities is the office, a place where organizational actors, in this case the staff and managerial staff work together. However, the Grab West Java branch office is not yet like a service company office because it does not show the brand identity of the Grab office, and the queue buildup in the waiting room for potential Grab partners due to space constraints and many inadequate and unfulfilled facilities.

So we need the means for the organization to achieve goals and maximize service to customers. One of these facilities is the office, a place where the organizational actors in this case the staff and managerial staff work together.

Keywords: Transportation, Mobile Internet, Office, Space Organization