

ABSTRACT

CREATIVE HUB FOR CREATIVE UMKM BANDUNG

UMKM or Creative Industries in Indonesia are still growing and have good future opportunities. UMKM can become a forum for creating productive employment and require special expertise and education. Moreover, Indonesia joined the MEA (Asean Economic Community) which makes it easy for people to export their products or works to ASEAN countries. Bandung's creative industries UMKM is the highest contributor to GDP (Gross Domestic Product).

Fashion is the most developed eclectic field and is followed by design, architecture, advertising and animation. The UMKM practitioners need facilities that support their activities such as co-working space, markerspace, retail stores, exhibition spaces, and open spaces. Previously in Bandung, there was a BCH (Bandung Creative Hub) which facilitated the activities of UMKM actors with the facilities provided, but BCH had not been able to accommodate the activities carried out by UMKM in terms of user behavior patterns and ways of working.

The design of the Creative Hub for Bandung Creative UMKM provides a place as a center of activity and education for Creative UMKM by expanding knowledge about the Creative Industry that starts with mentoring in the community to the production process of a product from the beginning to the end the products can be sold and introduce and inspire the general public towards the Creative Industries.

Keywords: *BCUC Bandung, Bandung Creative Industry, Creative Industry, Creative Hub*