

ABSTRACT

NEW DESIGN BANDUNG BAKING CENTER

Bella Nindia Nur Fadilla

*Interior Design, Faculty of Creative Industries, Telkom University
Jl. Telecommunications No 1, Terusan Buah Batu, Sukapura, West Java40257*

Indonesia is famous for a variety of culinary, one of which is baking products. Baking product is a food that is enough in the interest of the entire community including the people of Bandung. This food can be a staple food instead of rice or just a side dish. The baking business is dominated by many home-based producers to large producers. The number of UMKM (Micro, Small and Medium Enterprises) producers who cannot develop their business with various obstacles, one of them is sales technique. From this obstacle many UMKM wish to expand their business and deepen the science of sales and the number of baking culinary enthusiasts and observers who are interested in exploring and deepening their knowledge in making baking products, such as pastry, bakery, bread, dessert, cake and cookies, one of the ways is by attending marketing training for UMKM and baking courses for baking culinary fans. However, in Bandung there is not yet a container which houses all activities related to baking with facilities and services that are complete and convenient and a container for home-based producers to develop their businesses. Therefore, a Baking Product Center facility in Bandung was made as a means of information, development, economy, education, recreation and buying and selling facilities. This design method uses primary and secondary data collection methods and data analysis through surveys in various places. With the existence of this Center, it is expected to become a place for UMKM and baking product lovers to develop their love of baking products themselves.

Keyword: UMKM, Baking Product, Marketing Training, Baking Class, Culinary