

ABSTRACT

INTERIOR DESIGN OF HARLEY DAVIDSON MUSEUM WITH IDENTITY APPROACH METHOD

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The development of the automotive industry in Indonesia has increased rapidly. Harley community sees that based on the high enthusiasm of Harley Davidson fans and motorbike enthusiasts in Indonesia each year, it would be better to have a forum that facilitates education, conservation and recreation related to Harley Davidson in a museum. Indonesia has several transport museums that can be used as comparative studies of this design, but the function of the museum as an education here is still less informative regarding the presentation of displays of exhibits that are displayed and are not of character. The Harley Davidson Museum is located in the center of Bandung City, which has limited space and interior elements through the brand identity approach method. The aim is to be enjoyed by the public and bikers in Indonesia to know the other side of Harley Davidson, by displaying an informative and characterized introduction, through informative displays and attractive facilities. The design of this museum is based on the standardization of the museum Government regulations, comparative studies, and precedent studies as a foundation for better design.

Keywords: *Museum, Harley Davidson, Bandung, Identity, Interior Design*