

ABSTRACT

TOYOTA AUTOMOBILE MUSEUM DESIGN IN JAKARTA WITH IDENTITY APPROACH

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Currently there are actually several car museums in Indonesia that present old / classic cars as their properties. For example, the Sentul Car Museum which was not maintained and finally closed, then the Transportation Museum in Taman Mini Indonesia Indah (TMII) which did not focus on discussing automotive in Indonesia. In view of the people of Indonesia today, most of them use car output from Japanese manufacturers such as Honda, Toyota, Nissan, etc. And Toyota is the first manufacturer to enter Indonesia. Most people do not know the history of Toyota in Indonesia, even though Toyota is the largest Japanese car manufacturer in Indonesia.

The purpose of this design is to provide an education and information about the history of Toyota's establishment in Indonesia and to provide deeper knowledge about Toyota car manufacturers. With an identity approach that carries the brand identity of Toyota itself, creating the interior of the museum, and providing supporting facilities such as car simulators, interactive areas, and workshops is an experience for people who visit this museum. This stage of the design process includes collecting data, analyzing, and studying literature about the museum. Afterwards, themes and concepts were made as answers to design problems and implemented in 2D and 3D designs.

Keywords: Museum, Toyota, Car, and Identit

