

ABSTRACT
GOVERNOR'S OFFICE OF TASIKMALAYA CITY INTERIOR DESIGN

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Today Indonesia is facing Covid-19 pandemic. Indonesian Health Ministry has issued warning to general public, including office, schools, health centers, hospitals, and government office. Government office is one of the office that used by governors and their staff to control regional autonomy. Government office was first established in Surabaya in 1927, Jakarta in 1950, and Palembang in 1963. The main goal from the interior redesign of Tasikmalaya City Governor Office is to give the users a different atmosphere experience and creating a new attraction which makes this office unique by using design element that reflects Tasikmalaya City Identity that promotes local culture. The methods used in this redesign are interview, observation and field study. Other than that, literature study on books, journals, and information gathered from the internet is used to gather secondary data.

Identity approached is used in this design, taken from the main problem, where Tasikmalaya City Governor Office has not represent the identity of Tasikmalaya City as a Smart City. Larry Percy (2014) explained that corporate identity include symbol (company logo, advertisement, slogan, vision and mission, office interior, uniform, etc) used by the corporation is a self-introductory and used as a distinction form other corporation. There are 6 factors that needs to be acknowledged, which are Smart People, Smart Economy, Smart Mobility, Smart Living, Smart Enviroment, and Smart Government. Other than that, government design standards such a Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi RI No 48 Tahun 2013 and Peraturan UU RI No 28 Tahun 2002 has to be followed in redesigning the governor's office.

The result of the governor's office redesign is Smart Office theme application. This theme describes that the design Of Tasikmalaya City Governor Ofiice is different from the previous design, in terms of visualization. The concept used in this design is representation, where the design represents local culture such a Batik Tasikmalaya, Payung Geulis, and Mendong.

Keyword: Covid-19, Government Office, Identity, Vision, Mision, Smart City