

## **ABSTRACT**

### **INTERIOR PLANNING CO-WORKING SPACE FOR MICE TOURIST IN DENPASAR CITY**

**By:**

**Ayu Putri Intan**

*Interior Design, Faculty of Creative Industries, Telkom University  
Jl. Telekomunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, West Java 40257*

*The city of Denpasar, Bali, has become one of the main destinations for MICE tourism in Indonesia because of its unique combination of culture and natural beauty (Dinas Pariwisata Kota Denpasar). To be able to support the activities of MICE tourists, they need facilities to accommodate their “work/business and leisure” activities which include meetings, conferences, exhibitions, to the main thing which is doing work or business activities, without having to lose their “vacation” moments. After conducting an online survey, one of the facilities that can accommodate the activities of MICE tourists is a co-working space. Sanur, is administratively located in Denpasar City. Sanur is well known for its natural beauty, namely Sanur Beach. Referring to the research results of the Dinas Pariwisata Kota Denpasar, Sanur is also the main tourist destination for MICE tourists in Denpasar City with as many as 40% of the total respondents.*

*In addition, after conducting a brief online research, there is a problem where the facilities provided in co-working spaces in Denpasar City, especially Sanur, are not flexible enough to accommodate user activities and interior elements that do not pay attention to comfort which can affect work productivity (Ni Kade Ari Yunita, 2017). This supports realizing the design of a co-working space in Denpasar City, in Sanur to be precise, for MICE tourists.*

*The above problems can be solved with a spatial psychological approach, while the theme and concept implemented is the theme "Productive Escape in Sanur" with the concept of "stress-free environment". These themes and concepts are derived from the mind mapping process of MICE tourists, which is a combination of work or business activities and leisure, which can be interpreted as a vacation. With the theme, the concept and approach used, it is expected that this can create public co-working space facilities that can accommodate the activities of MICE tourists to work and do business, without losing their vacation moments.*

**Key words:** *Denpasar City, Sanur, co-working space, MICE tourist*

