

ABSTRACT

INTERIOR DESIGN OF PT. SO GOOD FOOD OFFICE IN JAKARTA

Sukla Diva Haremurti

Interior Design, Creative Industry Faculty, Telkom University

Jl. Telekomunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257

The Interior Design Planning of So Good Food Office is a planning of an office that handled the administrative activities, marketing activities, to the production process of ready-to-eat food products. the problem that occurs is the limited facilities both primary and supporting facilities to the special needs of the office both physically and psychologically which determines the quality of the company along with increasing activities and market demand that always changing tend to keep pace with the times. Job that required to always bring innovation to the products produced, as well should thinking carefully on how to market the products that must be creative, as well as precise calculations on the planning of every new product launch. Therefore, this design was carried out in a more supportive location that can support a great collaboration for every division, using several sages of the design methods, namely the study of literature, corporate identity, creativity and room impact. comparative research which encompass comparison, similarity, and difference in function, facilities, objectives, and concept, the next step is a data analysis which forming into the programming, room organization analysis, interior elements, with the results of the analysis being a combination of descriptions that become problem solvers in the design of So Good Food Office Interior. From the process, it was obtained from the So Good Food Office Interior with the Collaboration concept which aims to fulfill all aesthetic, business, functional, effectiveness and corporate image. The Collaboration concept itself is derived from the results of an understanding the products produce itself, namely applying the process of producing good products into reality, with good collaboration of innovation, freshness of ideas, creativity, quality, trust. And the process towards achieving the production of these products is obtained from good collaboration from various divisions to be achieved. The concept is applied through visual richness in interiors that can stimulate and inspire workers. And applied to the layout, the plot of the room and furniture that can describe the company's image.

Keywords : Interior Design, Creative Office, Collaboration