

ABSTRACT

INTERIOR REDESIGN OF ASTRA INTERNATIONAL DAIHATSU BATAM WITH PRAGMATIC APPROACH

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Daihatsu is one of the famous Japanese car manufacturers in Indonesia and falls into the category of affordable automotive products for the middle economy. Daihatsu Batam located on Jalan Yos Sudarso Sei Baloi, 200 meters from flyover Of Madani Line (Simpang Jam) Batam City Riau Islands Province is a new building due to the increasing number of sales. After conducting a field survey found some design problems at the Dealer Astra International Daihatsu Batam among others is not yet showing a space that can improve the customer experience in conducting transactions in Daihatsu Batam, the lack of facilities for users in the workspace that does not meet ergonomic standards work in it both in terms of room capacity and furniture, has not applied the distance between cars exhibited in the showroom area, and has not applied the information media as the delivery of information directed to customers in the showroom area,

The method applied in this design is the use of descriptive methods which are done based on the facts that have occurred in the observation process. This method is done by collecting primary data by conducting observations, interviews and questionnaires, and documentation. This design is done with a pragmatic approach to achieve design results that can provide good treatment to the product, launch user activities and meet the needs of space and apply them with consideration of compact and dynamic concepts. In this design displays the results of the visual design of the showroom area by adding information display facilities that aim to convey information about products that are expected to provide experience to customers. In the waiting room was created three waiting areas with a design shape created from the concept of compact, and dynamic.

Keywords: *interior design, dealers, car showrooms.*