

ABSTRACT

28 BANDUNG COWORKING SPACE NEW DESIGN USING HUMAN BEHAVIOR APPROACH

Fairuz Salma Imtinan

Desain Interior, Fakultas Industri Kreatif, Universitas Telkom Jl. Telekomunikasi No. 1,
Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257

Abstract : The development of the economy both globally and in Indonesia has resulted in new innovations in the economic sector, such as the measurement of startup businesses, MSMEs, freelancers and other companies. With these economic actors, the number of required office space has also increased, the existence of rental fees that are beyond the capacity has resulted in new innovations in the provision of leased office land or rental space that can be used for various users. coworking is a sharing area that is used to work together with other individuals who have different professions for each individual. Of course, in designing a coworking space there are values and meanings of each - what makes the coworking space different from one another, the values in the coworking space itself consist of: community, collaborative, openness and sustainability. Coworking Space is not only a fully equipped building but also develops together with the motivation of each individual to be active and productive. The use of the human behavior approach is deemed suitable by seeing the response of how users engage in activities in a comfortable and productive work space

Keyword: Human Behavior, Coworking Space, Values, Coworking