

ABSTRACT

Tangerang is recorded according to the data of the Tangerang City Disperindag year 2018 has 4,280 industries consisting of 3,390 small industries, and 609 medium industries, therefore the Department of Industry, Trade Tangerang city which has Toxic organizes builders, supervision and control of industry that is almost located in 13 subdistricts in the city of Tangerang. It can be facilitated with shopping centers in which it is specifically for small and medium industry (IKM) activists. However, not only includes buying and selling activities, there are also supporting facilities for the development of IKM. The presence of Harmoni Kota Tangerang (HARKOT) has a positive impact for the development of small and medium-sized industrial entrepreneurs. However, based on field observations the lack of information about HARKOT in the community and existing conditions in the interior of the building that has not been well-established become an important part that must be addressed, because to increase the number of visitors and the fulfillment of the needs of traders. Redesigning the interior of this building needs to be done that reflects the characteristics of Tangerang city itself to look more attractive. The focus of this design is to design the form of space, circulation space, facilities, and space elements by carrying the character of Tangerang City and still pay attention to the standardization for a shopping center.

Keywords: IKM shopping center, a characteristic of Tangerang City, redesign interior.