

## ***ABSTRACT***

### ***REDESIGN OF THE CIPUTRA INTERNATIONAL TOWER SAN FRANCISCO APARTMENT WITH A LIFESTYLE APPROACH***

**Radila Hanum**

*Desain Interior, Fakultas Industri Kreatif, Universitas Telkom*

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

In this modern era, with the growth of a dense population and high land prices, the public's interest in apartments has emerged. Of course the apartment also functions not only as a residence but also has a social function where residents of one with other residents will interact with each other and also some facilities in the apartment that add to the comfort and safety of the residents in it. Currently, in Indonesia, there are quite a lot of vertical residences in metropolitan cities such as Jakarta, Bandung, Semarang, Surabaya and others, one of which is the San Francisco Tower Apartment which is located in the Ciputra International superblock area. Ciputra International is a superblock area in the West Jakarta area that develops 10 towers, consisting of 6 office buildings, 3 high-rise residences, and 1 hotel. This apartment design is located in West Jakarta City, precisely Jl. Lkr. Outside West No.101, RT.14/RW.14, Rw. Crocodile, Cengkareng District, West Jakarta City. This apartment interior redesign in West Jakarta focuses on two main goals, namely to create a settlement or place to live and accommodate all the daily activities of its residents with a warm atmosphere like a house in general and also aims to create facilities that have not existed before to be enjoyed by apartment residents. . The apartment design in West Jakarta will be designed with a lifestyle approach. Human characteristics are closely related to lifestyle. Lifestyle is the daily behavior pattern of a group of people in society. The characteristics of each individual vary from age, gender, social status and environmental factors. The design used will also adapt to the characteristics of each occupant that can meet the needs of each room's activities, is the solution offered by the author.

***Keywords : Apartment, West Java, lifestyle, occupant***