

ABSTRACT

REDESIGN MAIN BRANCH OFFICE OF PT. TASPEN (PERSERO) in BANDUNG

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The outbreak of the Corona Virus Disease or Covid-19 Pandemic in Indonesia since March 15, 2020, has affected various sectors. As a State-Owned Enterprise that provides Pension and Old Age Savings services to State Civil Apparatus (ASN) and State Officials in Indonesia, PT TASPEN (PERSERO) must of course make improvements and adapt the services provided to break the chain of the spread of the coronavirus through redesigning its office to adjust with current conditions.

This is interesting for research considering that TASPEN is known to the public as an agency that provides the best service through the principle of “Delighted Customer Service” which provides services that exceed participants' expectations quickly, accurately, and safely.

This study took the title Redesign of the Main Branch Office of PT TASPEN (PERSERO) in Bandung with an Adaptation Approach to New Habits. The research method chosen is descriptive-analytic using primary and secondary data sources obtained from field studies, interviews, and observations.

The design theme chosen by All Time Authenticity is under the phenomenon of maintaining the good name and image of the company during the Covid-19 pandemic with the aim that TASPEN can keep its Customer Service Index high without reducing the performance and visual quality of the company. Taspem is expected to maintain its visual authenticity, namely a smart office that can make participants or the elderly feel comfortable during the registration process, while the concept of form in the design that will be applied is sleek and simple, by its style, namely Simple Modern Smart Office, the concept of the form used leads to geometric shapes intending to make it easier for implementers to maintain the cleanliness of the work area which affects work safety and health.

Keywords: pandemic covid – 19, new normal, smart office, redesigning office.