

ABSTRACT

BMW is a brand that has a product with a very strong concept and product image. The product image of BMW cars sticks closely to its customers. To boost customer satisfaction who visits the dealer, PT Tunas Mobilindo Parama as an authorized BMW dealer must keep up with the development of vehicle innovation and technology presented by BMW. To prepare for this, it is necessary to design a BMW dealer that is able to facilitate service needs as well as increase the attractiveness of consumers to buy BMW products at dealerships with planning according to technological advances and BMW developments. Therefore, it is hoped that the design that takes a metaphorical approach to the form of a BMW car can produce a dealer interior design that can facilitate existing service activities without forgetting the company's vision and mission as well as the corporate identity of BMW itself. So that the redesign is expected to form suggestions and stimulate attractiveness to the services provided by this BMW dealer.

Key Word: interior, dealer, product image, BMW.