

ABSTRACT

With the development of this era, with the hustle and bustle of the city of Bandung as well as the high level of mobility and pollution, has made beauty treatments a necessity for life and lifestyle in some circles, both women and men. Naavagreen Natural Skincare is a beauty clinic that has a vision to provide natural, high-quality, inexpensive, excellent and reliable skin and facial beauty care services for everyone. Naavagreen Natural Skincare is also a beauty clinic that can serve male and female visitors. However, after making observations, it is known that Naavagreen Natural Skincare in Bandung only has 1 clinic and there are several interior problems. With the problems that have been raised, the new design of the Naavagreen Plus beauty clinic in the city of Bandung aims to design a Naavagreen beauty clinic that represents a brand identity that uses natural and natural ingredients. To the arrangement of space in accordance with the proximity and function of the space, and to meet hygienic standards and pay attention to privacy.

This research is a qualitative research with case study method in four beauty clinics, namely Naavagreen Plus Yogyakarta, Erha Clinic, MS Glow and Natasha. Data was collected by means of surveys and questionnaires. Furthermore, it is analyzed to describe the phenomenon or research fact.

After carrying out a new design, the interior of the naavagreen plus beauty clinic was refined by representing the naavagreen brand that carries natural and natural ingredients applied to interior elements, zoning hygiene in certain areas and meeting clinic hygiene standards and creating a beauty clinic that pays attention to visitor privacy.

Keywords: Beauty Clinic, Brand Identity, Hygiene, Privacy, Interior