ABSTRACT<br>DEVELOPMENT OF NEW DESIGN OF THE KONI CENTER BUILDING CENTRAL JAKARTA GBK AREA<br>Naufal Razan Iman<br>Interior Design, Faculty of Creative Industries, Telkom University<br>Jl. Telekomunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257

The Office of the Indonesian National Sports Committee (KONI) in Central Jakarta is the office of the Indonesian state authority agency. This office is a physical and mental activity that functions to improve the character of the younger generation in developing talents to achieve achievements, and make the nation proud. The sports branches are shaded by the Committee to be more organized and competitive. Developing an achievement is not only a human factor but also must be supported by the function of infrastructure. The initial conditions in the function of the central KONI office did not support coaching and improving the achievements of athletes, the performance of Referees, Coaches and Managers, in order to realize national sports achievements towards international achievements. The position in the site, the use of interior space, supporting infrastructure and the impression of the appearance of the building are all no longer representative. This study uses a qualitative method, namely the author conducts a study directly to the location of the object to study, and collect data. The data and information are then made design concepts to formulate building solutions. The results of the data analysis process are transformed into a New Design concept. The results of this optimization have redesigned several functions of the central KONI office that focus on space so as to create comfort for users and be able to develop the potential and talents of the athletes. New Design at the central KONI office accommodates the function and effectiveness of space to increase the performance of managers and meet the needs of athletes for maximum achievement.

Keywords: Function, Optimization, New Design

