ABSTRACT PT. SEI OFFICE INTERIOR DESIGN WITH BIOPHILIC APPROACH

Afifah Fatharani Hidayat

Interior Design, Faculty of Creative Industries, Telkom University Jl. Telekomunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa barat 40257

PT SEI as one of the companies engaged in the field of renewable energy has a goal and is committed to helping illuminate all regions of Indonesia. Because so far there are still many areas that do not have access to good lighting. In the results of the analysis with the expansion of market reach towards PLTS retail products, the PT. SEI office does not yet have supporting facilities such as showrooms to display products and systems, waiting rooms, and discussion rooms for prospective customers. In addition to the office, PT. SEI needs a new face in its office to match their image as a company engaged in renewable energy in the form of energy utilization. Along with this, PT. SEI carried out organizational restructuring in the form of adding new division heads and adding employees to several divisions or work units. Therefore, it is necessary to rearrange the layout of the PT SEI work area to facilitate the flow of employee activities. because of this the employee's workload is increasing, it is also necessary to pay attention to a comfortable work area and can accommodate the needs of employees while in the office.

Keywords: interior design, PT. SEI, company image, market expansion, convenience