

## **ABSTRACT**

### **MAIN BRANCH REDESIGN BANK BCA MANADO WITH A CORPORATE IDENTITY INTERIOR DESIGN APPROACH**

***Jeremy Gaudensius Rengkung***

*Interior Design, Faculty of Creative Industries, Telkom University*

*1 Telecommunications street, Terusan Buah Batu, Sukapura, Bandung, West Java 40257*

*Indonesia has the development of the banking world which is getting more advanced every year, the banking business includes three activities, namely collecting funds, distributing funds, and providing services to other banks. PT Bank Central Asia Tbk, (Bank BCA) is a type of National Private Bank. BCA is a bank that serves and supports based on the function or status of operations, ownership and in terms of service provision. The problem with the BCA Manado Main Branch Office is that there is a design application that does not show the characteristics of the BCA Bank's own corporate identity. The purpose of this design is to create an interior space that can improve performance for customers and employees. The design method used is to conduct surveys/observations directly to the location along with comparative studies in order to find out the activities and user data of objects related to the design. The process of structuring the spaces according to the space requirements of the users. The next design method is to determine an approach that discusses the philosophy of the company logo, name, typography, brand image, color, vision and mission. Using the Indoor User Theme and the Modern Room Facility Concept aims to create an atmosphere that can support comfort and increase productivity for space users based on the application of good interior design.*

***Keywords:*** *Main Branch Office; Corporate Identity Approach; Redesign.*