

## **ABSTRACT**

### **NEW DESIGN DEALER PIAGGIO MOTOPLEX IN BANDUNG**

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*The development of the times and lifestyle in the city of Bandung, which is one of the big cities in Indonesia, makes motorcycles not only as a means of transportation. The Italian two-wheeled automotive company known for its products that support mobility and lifestyle, namely the Piaggio Group with its sub-brands such as Piaggio, Vespa, Moto Guzzi and Aprilia, has expanded its dealer network to Indonesia with a new model Motoplex concept. Since 2016, Motoplex itself is a new concept for Piaggio Group dealers without 4 company sub-brands under one roof. However, in the city of Bandung, until now there are no Piaggio Motoplex dealers and Piaggio Group dealers who represent the brand identity. With the issues raised, the design of the new Piaggio Motoplex dealer in Bandung aims to design a dealer that represents the brand identity and provides facilities to support the needs of visitors such as test rides, cafes and community spaces. The theme in this design after going through the mind mapping analysis process is “minimalism”, with this theme expected to match the brand identity and suit all Piaggio Motoplex dealers around the world. The method used in this research is a survey method. The design of the Piaggio Motoplex dealer in Bandung creates an interior space that provides a new experience for visitors as well as a strong brand identity.*

**Keywords:** Dealer, Motoplex, Automotive, Lifesyle, Brand Identity