

WEST JAVA SHOPEE CENTER OFFICE INTERIOR DESIGN WITH IDENTITY APPROACH

ABSTRACT

Shopee supports local UMKM and limits imported products that enter their market. This step is realized by the Shopee export program and educational training facilities for sellers and UMKM to exports. In collaboration with the provincial government, Shopee Center training offices are available in the cities of Solo and Semarang. The high economic potential of the UMKM sector in Bandung training and the West Java provincial government collaborated with Shopee to build UMKM Centers in 5,312 villages and Shopee Center offices in Bandung, to encourage the digitization of UMKM. The West Java Provincial Government is targeting thousands of export UMKM in 2022. From the existing Shopee Center facilities, there are still shortcomings, including the lack of application of brand identity, the limited need for practice room facilities, classrooms, event rooms, photo studios and livestreams. The city of Bandung itself has its own characteristics, both in terms of customs, language, arts and culture, products, and urban planning. These characteristics can be seen from its application to buildings, interiors, and exteriors. The interior design of the Shopee Center Bandung office will have an existing standard Shopee office interior with a brand identity approach. This approach will differentiate one office from another, as a symbol of Shopee's business and core values. Paying attention to functional standards and comfort in facilities, and the need for users to balance theory and practice in a way that is fun and approachable but remains focused on improving their business ventures.

Keywords : Seller Shopee, UMKM, West Java, Branding, Interior Design