

## **ABSTRACT**

### ***NEW INONDESIA POST OFFICE DESIGN IN WONOGIRI CORPORATE IDENTITY APPROACH***

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PT. Pos Indonesia is a State-Owned Enterprise (BUMN) that provides services such as sending letters and letters to people near and far. Advances in technology today make the post office function, which initially served mail delivery, became the delivery of goods by companies that needed post office services. The enactment of the rules of Law Number 25 of 2009 concerning public services resulted in better interactions between office employees and the community, because the law emphasizes a series of activities in order to fulfill service needs in accordance with the laws and regulations for every citizen and society. the management of quality services from improving human resources (HR) and the quality of services provided. The design of this post office covers the space inside the building. Starting from the workspace to improve employee work performance in order to provide good service to consumers. Public space to make visitors comfortable who will transact. The design approach that will be applied to the Indonesian Post Office in Wonogiri is corporate identity. Corporate identity is an identity that distinguishes one company from another, and can also function as an image or image that can make it an attraction. The methods used in this design are literature studies, surveys on similar objects, interviews, precedent studies and data analysis.

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