

ABSTRACT

NEW DESIGN OF BANK BNI INTERIOR BANJARMASIN BRANCH OFFICE WITH LOCALITY APPROACH

I Dewa Ketut Suardhita

Interior Design, Faculty of Creative Industries, Telkom University

Telekomunikasi Street No.1., Terusan Buah Batu, Sukapura, Bandung, West Java, 40257

Bank is a financial institution generally established with the aim of accepting deposits and lending money. Like BNI bank, which is a government bank, usually referred to as a state-owned bank or State-Owned Enterprise, banks in Indonesia in every region and city in Indonesia such as BNI banks tend to use the same design concept using the concept of bank identity, without combining elements of locality in accordance with the location of the bank building is located. Meanwhile, other BNI banks, such as the one in Singapore, apply a design concept based on the Singaporean city which is applied to the space. The purpose of the new design at the BNI Banjarmasin bank is to create a space design that is different from other BNI banks in Indonesia which not only applies the element of bank identity but also applies the element of locality according to the location of the bank's building. The process of collecting data and references related to offices and banks from journals, books, websites, final projects as the initial method of design.

Keywords: Interior, Bank, Locality.