

ABSTRACT

INTERIOR DESIGN OF COWORKING SPACE IN JAKARTA USING HUMAN BEHAVIOR APPROACH

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Along with the development of the economy in the city of Jakarta from time to time, the growth of business people and digital users is also increasing, starting from various professional fields and generations who need office land and can provide facilities to support all the needs of every user who wants the concept of flexible work and collaboration. Therefore, coworking space is a solution that offers a workplace with various facilities that can be used communally with other users who have a variety of work professions. The variety of coworking space users gives rise to a complex of behavior and activity flow and the work characteristics of each user affect the needs of facilities that require interior design with an orientation to a human behavior approach to be able to solve problems related to the complex flow of activities and user work characteristics. In the new design of the interior of the coworking space in Jakarta, it is expected to provide solutions to problems related to the complex urgency of users in the coworking space and can also provide an atmosphere and facilities that can stimulate comfort and increase productivity and carry the values contained in the coworking space itself, namely collaboration, openness, community, and sustainability.

Keywords: *Coworking Space, Human Behavior, Productivity, Collaboration*