

## **ABSTRACT**

*Gramedia Sudirman Yogyakarta store is one of many retail stores located in Kotabaru, Yogyakarta. Gramedia Sudirman Yogyakarta store took part in hobby and entertainment industry in terms of retail classification, with books as its main product. In 2015, the company Gramedia decided to redefine their brand with their new slogan “idea, transformed.” Gramedia has visions to always commit to the process of transformation. One of their mission is to —other than as a place to transact, Gramedia can be a place to interact. Gramedia also has expectation for their store to be a place to imagine things freely and for their customers to be able to create creative ideas inside the store. In Gramedia Sudirman Yogyakarta store, there is little to no effort to show their commitment to the process of transformation. Their bookshelves are just like any other store, and its wall and ceiling are dully painted with white paint all over. This re-design project is expected to increase room effectivity to create better interaction between customers and the surroundings. The goal to increase room effectivity is also has been strategically thought-through to achieve Gramedia’s principle after the rebrand. This project collaborates many aspects that symbolize the process of transformation.*

*Keywords: Gramedia, transformation, rebrand, book store*