

## **ABSTRACT**

### **INTERIOR REDESIGN OF PT. KAI PERSERO SPI WORK UNIT WITH CORPORATE IDENTITY APPROACH**

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*PT. KAI Persero is one of the largest transportation service providers, especially land transportation in the Railway sector. As a transportation company, PT. KAI has a work unit that functions as an appraiser and supervisor of activities that is responsible for the company's internal performance and the existence of the work unit greatly affects the achievement of company goals. The design of the SPI office is a redesign due to inadequate facilities and land that is not used properly, so that a redesign is needed that can make the employees in it feel comfortable and also enthusiastic in their activities in the office. The problem that exists in this office is that the corporate identity of PT. KAI, spatial arrangements that are not in accordance with standards and needs as well as activities, lighting and living that are not optimal, and the lack of facilitation of supporting facilities in the space. The purpose of this design is to redesign the office unit of SPI through a corporate identity so as to create an optimization of standardization in the office, maximizing facilities and activity needs for users. The method of data collection is carried out, namely by interviews, documentation, literature studies, and comparative studies. The concept used in the design of this office is effectiveness taken from the logo and vision and mission of PT KAI which will be implemented into the design.*

*Keyword: Office, PT. KAI Persero, SPI, Effectiveness*