

ABSTRACT

INTERIOR REDESIGN OF PLAZA PRAGOLO AS A MSME CENTER AND CREATIVE HUB IN PATI REGENCY WITH ACTIVITY APPROACH

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As a center for MSMEs, Plaza Pragolo plays an important role in improving the creative economy sector in Pati Regency. Pati Regency has 3 main MSME sectors which are incorporated under the auspices of Plaza Pragolo, namely the clothing sector, the handicraft sector, and the food sector. However, currently, Plaza Pragolo only focuses on selling products and entertainment facilities in the form of cinemas, there is no room for MSME actors to carry out activities. The existence of a mismatch of functions with the initial goals of development has an impact on the development of the economy and creative industries in the Pati Regency. The loss of these facilities resulted in the MSME center's goals not being met and their activities stopped. Space is needed for MSME actors to carry out creative activities, socialize, and collaborate among individuals and communities. The impact of the COVID-19 pandemic has also affected the industrial and trade sectors in Pati Regency. The lack of visitors at Plaza Pragolo due to the Covid-19 pandemic caused activities at Plaza Pragolo to stop, because this required innovation and renewal so that activities at Plaza Pragolo were active again. The existence of the Creative Hub facility can increase the awareness of the Pati community on the importance of the development of the economic sector and creative industries, and improve the economy. The approach used in the design is an activity approach adapted to activities in a complex creative hub. The redesign of Plaza Pragolo Pati as an MSME Center and Creative Hub is expected to restore functions according to the original purpose of the building. The redesign of Plaza Pragolo as the MSME Creative Hub Center aims to provide space and facilities to carry out creative activities, socialization, and collaboration for MSME actors and can be one of the efforts that help improve the economic sector and creative industries in Indonesia.

Keywords : MSME Center, Creative Hub, Activity, Community