

ABSTRACT

The Central Office for Language and Literature Development and Protection (Pusbanglin), complements the important role of the Language and Book Development Agency in implementing language and literature development and development programs, namely increasing the role of language as an effort to increase the role of the Indonesian nation in the international world and is intended to improve language functions. Indonesia in the global world.

Thus, to support the performance of office employees in to fulfill this, it is necessary to redesign the office in accordance with the needs and desires of users with the aim of realizing an interior design that is appropriate and accurate to the goals, values, and vision and mission of the office by considering functional aspects. as well as aesthetics and to provide comfort and an atmosphere that awakens the spirit of working, presenting knowledge about language for the public which is implemented into interior elements with a corporate identity approach.

The method used in this research and design is based on qualitative analysis, namely the analysis used to investigate, find, describe, and explain the quality or features of social influences that cannot be explained, measured, or described through a quantitative approach. Then it is supported by two stages, the first is primary data which consists of interview, observation, and documentation stages, then the second is secondary data which consists of field studies, literature studies, and comparative studies.

Keywords: Redesign; Central Office for Language Development and Research; Corporate Identity Approach