

ABSTRACT

The design of a dealer showroom is one of the means of buying and selling automotive vehicles which has the aim of attracting public interest to come to visit the showroom and see the vehicles that visitors want to buy. Astra Daihatsu Karawang is a Daihatsu automotive dealer that was built around 2013, and is the only official Daihatsu outlet for the Karawang branch. However, there are some problems such as the design of the Daihatsu showroom that has not adjusted to the Daihatsu tagline, the car display area that does not meet the showroom standards, and there are spaces/areas that are no longer used. These various problems have become the basis for the need for a redesign of the Astra Daihatsu Karawang showroom.

The purpose of this design is to produce a design from the Astra Daihatsu Showroom with a brand identity approach that supports the existence of public interest. The design method applied is by using primary data collection methods and secondary data collection. The theoretical basis in this design is based on the approach of brand identity. Based on all the results of this design stage process, it can be concluded several solutions to the problem, namely: implementing a branding character image into a concept which is then developed and adapted to Daihatsu's latest product image, placing the car display area zone in the public zone and providing special treatment for the latest products, utilizing unused space by rearranging the area to suit user needs. With some of these solutions, it is hoped that it will solve the problems in the design of the Astra Daihatsu Karawang showroom.

Keywords : *Redesign, Dealer Showroom, Daihatsu, Interior Design, Brand identity*