

**REDESIGN OF BANDUNG CREATIVE HUB WITH BEHAVIOR APPROACH IN
BANDUNG CITY**

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ABSTRACT

The overflow of creative activities has made creative activists look for a place that can accommodate them in carrying out their creative activities. However, in reality, Bandung Creative Hub was not one of the preferred locations for them to visit. This is demonstrated by the low number of visitors. Whereas Bandung Creative Hub was established to provide facilities for 17 creative economy sub-sectors in Bandung. At the project site, direct observation, interviews, and documentation were used to collect primary data. In the meantime, journals with objects that are alike or related provided secondary data through a literature review. The Behavioristic approach relies on the concept of stimulus and response of an individual, who will behave according to the stimulus he receives, learn about it and then determine the response to the stimulus. This Behavioral Approach is suitable for use as a trigger for creative activists to engage in activities based on their respective creative behaviors. This time, it is hoped that the design of Bandung Creative Hub will assist in providing additional references on how to optimize the facility to accommodate the activities of creative activists and draw visitors' attention in general.

Keywords: Bandung, Creative Hub, Behavior.