

## **ABSTRACT**

The mass media in this day are very influential in delivering information to the public, one of that is the newspaper. The effect of newspaper on the public at a relatively cheap price, the delivery of comprehensive news with various rubrics and can be reached by the community simultaneously.

PT. Tribun Jawa Barat is a press company engaged in the newspaper printing industry which was founded in 2005. As one of the mass media offices in West Java, the work flow of several divisions at the West Java Tribune office that is not in accordance with its zoning, caused the production of news is not work very well. In addition, there are several work spaces that are not in accordance with the standardization of office space which has an impact on workers' activities so that performance is disrupted. VIP guests such as mayors or regents who do not have a special waiting room that has an impact on office services, and the habit of employees eating in a workspace that is not in accordance with the rules in the office.

Seeing some of the phenomena mentioned above in the redesign of the Office of PT. West Java Tribune by creating office concepts that are in accordance with their functions and workflow and can show the identity of the West Java Tribune office. This will indirectly show that the daily morning newspaper PT. Tribun, West Java, is a reflection of a modern newspaper that is trusted in the views of the West Java community.