

ABSTRACT

Lately, the phenomenon of Coworking Space has begun to spread in several parts of the world, one of them in Indonesia, Coworking was introduced in Indonesia in 2015, at that time the business opportunity of this business was very profitable and developed, hence the business spread to several regions in Indonesia , one of them in the city of Bandung. The city of Bandung is a fast-growing city of creative business people, one of the creative business groups is startup, startups need a place for them to work and express their expertise. therefore the development of Coworking in the City is very rapid. Facilitate all activities or activities of a co-working user, then create facilities that enable the users of Co-working space to exchange creative ideas. Co-Working Space is also one of the work spaces whose existence is quite important considering their needs that are different from the needs of the workspace in general.

One of the Co-Working Space in Bandung which began to be known by the surrounding community was Pointlab Co-Working Space which is located on Jalan No. Banda. 30 more precisely at Graha Pos Indonesia Building. Pointlab is one of the subsidiaries of PT. Pos Properti Indonesia under the auspices of PT. Indonesian post. This Co-Working presents a special design that focuses on accommodating the needs of different user activities according to their field of work and has psychological effects that are in accordance with their physical and psychological needs. Their activities are classified as temporary (non-permanent) which requires that the design contained in the Co-Working Space area, especially areas with a function of growth, development and the public should be able to be quickly captured and responded to by the user. Through the method of analysis or survey of objects and subjects related to the interior in Pointlab Co-Working Space with an atmosphere that can stimulate creativity is considered to be important considering the comfort and psychology of users and officers is one of the factors that influence the productivity conditions.

Keywords: Co-Working Space in Bandung, Startup, Pointlab Co-Working Space.