

ABSTRACT

Telkom is transforming to become digital telecommunication company that envisions to be “the King of Digital in The Region”. Building a commitment to become a digital company, Telkom focuses on managing business and digital portfolios that will be developed through digital leadership, digital strategies, and digital culture for the progress of the company. Business innovation in the digital era, makes Telkom a means for digital startups to develop digital services. The Digital Service Division (DDS) is the unit responsible for producing product innovations for Telkom.

The presence of the Digital Service Division can realize PT. Telkom Indonesia is more effective and efficient by implementing a vision and mission that is in line with Telkom's culture of digital culture. But in fact, the application of digital culture has not supported optimally the needs of workers where this is needed to improve work effectiveness. This gives a big influence on the condition of office space that has not applied the concept of intelligent development by developing a digital culture where DDS has the appropriate goals in managing digital business.

But in fact, the application of interior design at Digital Service Division has flaws that have not been optimally support the needs of workers where this pertinent to support the comfort of workers for increasing their productivity works . This gives a big influence especially in the laboratory space in serving the testing of technological devices where there is a lack of space effectiveness both in the form of space and space facilities. By applying the "SMART" design concept, a redesigned office will answer interior problems both technically and non-technically where this can optimize the support of workers' comfort in order to improve work productivity.