

ABSTRACT

Interior Design of Semarang Creative Hub

The creative economy sector is an economic source that can still survive during the pandemic. One of the cities in Indonesia, Semarang, which is the capital of Central Java, contributes 10.38% of business actors and is ranked second in the creative economy sector. 3 out of 17 creative economy sub-sectors ranked the highest in Central Java province, namely Culinary 81.31%, Music 9.67%, and Craft 1.83%. With abundant opportunities and growth in the Creative Industry sector in Semarang City, there are still many individuals who are actively involved in Creative Economy, but they have yet to have a space or platform to express and develop their creative abilities. This happens because one of the factors is that there is no public space that meets the standards in Semarang City to accommodate all the activities of creative economy actors on a large scale. Therefore, the foundation of Interior Planning and Design of Semarang Creative Hub needs to be done in order to make people feel appreciated as well as to help the economy in Semarang and Indonesia to increase. Design planning with a locality approach can also be a place to preserve existing culture in the local area.

Keywords: *Semarang, Creative Hub, Creative Economy, Locality*