

ABSTRACT

PLAZA SUMMARECON SERPONG OFFICE INTERIOR REDESIGN WITH AN ACTIVITY APPROACH

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PT. Summarecon Agung Tbk. is a leading private company engaged in property development and management in Indonesia with Summarecon Serpong as one of its largest area (Alexander, 2021). To accommodate business activities at Serpong, on 2008 Summarecon built a private office tower called Plaza Summarecon Serpong. In the development of the area of Summarecon Serpong, the company coordinates with various parties ranging from consultants, contractors, suppliers, to the local government in planning the urban center. Clients are also involved as business consumers who play an important role in determining business success rate. The number of users raises the variety of activities in the office namely planning, coordination and service. These activities continue to develop as time passes, hence new needs are appearing. However, efforts to meet activity needs have not been found yet. Therefore, a redesign effort is needed. In interior design, the variety of evolving activities need to be accommodated by meeting their needs in order to create a positive environment for employees and clients. A positive environment is an environment where comfort are guaranteed so productivity and performance quality will be achieved.

Keywords: *Office, Plaza Summarecon Serpong, Activities*