

ABSTRACT

REDESIGN OF THE BOGOR CREATIVE CENTER WITH A BEHAVIOR IN CREATIVE COMMUNITY

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The phenomenon of increasing MSME players in the creative industry has increased the Indonesian economy in the last five years. The creative economy contributes as much as seven percent to the Indonesian economy. This makes the government, especially the West Java provincial government, create a creative center as a place for creative industry players to create and improve the economy in the region. Previously there were several creative center buildings that stood, but in terms of facilities and functions the room was still unable to meet the needs of the activities of creative economy actors, one of which was the Bogor Creative Center. Since it was first inaugurated in 2021, the Bogor Creative Center is still unable to attract the attention of creative economic actors in the city of Bogor. This is because the facilities that are still not provided, and also the function of the rooms provided are still generally not concentrated with the function of spaces specifically for the creative economy subsectors that excel in the city of Bogor. So it is necessary to redesign the interior of the Bogor Creative Center in order to attract the attention of creative economy actors in Bogor City using this place to collaborate and create works. This research uses a qualitative method with a behavioral approach to identify problems, understand the activities and behavior of creative economic actors in Bogor City so that they can use this place comfortably and safely. So that the results of this design can make the Bogor Creative Center a center for creative activities of Bogor City residents and generate economic value to advance the economy of Bogor City.

Keywords: *Creative industry, Behaviour, Creative Center, Bogor City*