

## ABSTRACT

*Interior Design, School of Creative Industries, Telkom University Jl. Telekomunikasi  
No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257*

*The number of registered motor vehicles in Cianjur Regency, West Java, Indonesia has reached 465,238 units according to the official government portal, [opendatajabar.go.id](http://opendatajabar.go.id). As law-abiding citizens, motor vehicle owners are required to undertake a series of activities related to vehicle registration, tax payment, ownership transfer, as well as mandatory contributions to the Traffic Accident and Road Transportation Fund. The local government has established a Special Work Unit to assist citizens in fulfilling their tax obligations and managing regional revenue streams. However, there are several challenges during the implementation of activities at the Cianjur Regency SAMSAT (Motor Vehicle Registration and Payment Center), including long queues caused by unpredictable daily visits and time-consuming administrative procedures. Results from interviews with sources reveal that visitors often struggle to comprehend the administrative processes due to a lack of clear instructions and inadequate facilities. Additionally, the outdated interior design and insufficient facilities for individuals with disabilities, pregnant women, or nursing mothers are noted. Therefore, this research aims to redesign the SAMSAT interior to create a comfortable and functional space for visitors and staff, resulting in a positive experience and promoting compliance with the vehicle registration process. The current SAMSAT office is undergoing renovation and is temporarily relocated to a commercial unit (Ruko) at Jl. Dr. Muwardi No.118, Sabandar, Cianjur Regency, West Java. The interior design aims to support efficient and effective activities at the SAMSAT office.*

**Keywords:** *office, SAMSAT, Cianjur, identity*