

ABSTRACT

*Coworking space is a work or office environment used by people who work alone or work for different companies. In the current era of revolution 4.0, coworking spaces are increasingly popular and are becoming a favorite for companies, especially start-up companies. Coworking space users are generally synonymous with startup companies or freelancers who need flexibility and practicality. According to Startup Ranking data as of June 14 2023, Indonesia is ranked first as a country with 2,482 startups in Southeast Asia and sixth in the world. As the number of startup companies increases, the need for workspaces that are flexible, affordable and support collaboration also increases. One of the coworking spaces in Indonesia that provides work areas for start-up companies is Indigo Space. The design of the Indigo Space coworking area takes a behavioral approach with the theme "**Dynamic Collaborations**" which means emphasizing the diversity and dynamics of relationships between individuals, motivating and stimulating the development of creativity, productivity and the dynamic exchange of ideas. This coworking space theme will also be designed based on an understanding of individual behavior and preferences. This environment was created to provide an experience that can adapt to each member's dynamics and work style, promoting a balance between productivity and well-being. It is hoped that the application of the theme to the coworking interior can facilitate users specifically interested in the digital startup business sector to support their activities such as studying, working and discussing as well as providing a coworking space environment that provides comfort in terms of accessibility and facilities for users.*

Keywords : Coworking Space, Startup, Behaviour