

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have a significant contribution to the Indonesian economy, especially in providing employment and increasing national income. In Tasikmalaya City, the MSME culinary sector is experiencing rapid growth with 1,056 businesses. Unfortunately, there are no adequate physical facilities to support this potential. Then there are problems felt by Tasikmalaya culinary MSME players, especially marketing and facilities. This design focuses on developing the interior of a culinary business incubator that supports the growth of Tasikmalaya culinary MSMEs. Analysis through interviews, surveys and literature studies identified several interior problems, including layouts that affect consumer purchasing power, lack of facilities according to business incubator standards, and hygiene issues. The methodology used involved comparative studies, observations, literature studies, and interviews with resource persons. Based on the results of the analysis, a visual merchandising approach was determined as a solution, particularly to the marketing problem. Visual merchandising using parameters can increase consumer purchasing power while creating a positive and efficient space experience. The aim of the design is to solve the identified local challenges. Through this update, the incubator is expected to improve the marketing of culinary MSME products in Tasikmalaya, assist business development, and provide facilities that support operational efficiency and product innovation. In addition, this design is expected to be a catalytic recommendation model to support the growth of culinary MSMEs on a national scale.

Keywords: *Interior; Business Incubator; Culinary MSMEs; Visual Merchandising.*