

## **ABSTRACT**

The development of the country's music industry in recent years has been very rapid, especially in the city of Bandung. Music has become a routine and even a lifestyle for the young generation of Bandung City as well as a means to show their identity and existence. Collectors and music lovers are starting to buy physical releases again and collect them. This gave rise to the phenomenon of collectors visiting record stores and willing to spend their time at these retailers. There are several activities usually carried out by visitors, namely viewing, searching, buying, waiting and trying the products being sold. This of course creates a lot of movement and produces diverse circulation. This research focuses on the circulation system in record stores that are well known and frequently visited by collectors in Indonesia. The research method used is a descriptive qualitative method with a case study approach using behavior mapping on Atlas records Bandung, Playlist records Bandung and PHR Bintaro. The process of obtaining data from data analysis funds produces data on circulation problems caused by visitor habits and alternative recommendations for circulation design concepts in each record store as the object of research. It was concluded that each record store has advantages and disadvantages for each existing circulation system, thus producing research findings in the form of a circulation system and the results obtained are that each record store as a research object has advantages and disadvantages in each existing circulation system, thus producing research findings in the form of a circulation system and alternative recommendations, guidelines for circulation design concepts according to visitor needs and activities, and correlated with the provisions of the retail store circulation system. The results of this research are recommendations for circulation and layout concepts in retail stores that are appropriate to user activities and behavior. It is hoped that this research can be used as a reference for consideration for designing retail store circulation with circulation problems that are adjusted to the conditions of circulation system problems in record stores.

**Keywords:** Record store, circulation, layout, user behavior