

ABSTRAK

REDESIGN OF AUTO2000 CIREBON WITH A BRAND IDENTITY APPROACH

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Auto2000 is a network of official sales, maintenance, repair and spare parts supply services for the Toyota brand, with more than 135 general and body and paint workshops in Indonesia, and more than 400 THS Auto2000 Home Services. Auto2000 brand identity is well known in the eyes of the public, this is proven by several awards received by Auto2000. Auto2000 always prioritizes convenience and comfort for its customers, both sales, spare parts and service, but the convenience and comfort at Auto2000 have not been implemented well into the interior elements. There are several problems found in the design object of Auto2000 Cirebon, namely the layout of the room and furniture, non-ergonomic furniture, inadequate lighting in the showroom, and lack of customer needs facilities such as kid areas and ease in finding information about products. Auto2000 Cirebon was redesigned with a Brand Identity approach with the theme "Introducing Warmth and Loyalty" with the aim of creating branding that has been built by Auto2000 into the interior elements of Auto2000 Cirebon to increase customer loyalty and trust and increase comfort and convenience for customers and employees in carrying out activities indoors.

Keywords: *Dealer, Showroom, Auto2000 Cirebon, Brand Identity*