

ABSTRACT

Perubahan tren industri otomotif global, khususnya transisi menuju kendaraan listrik (EV), mendorong Volkswagen untuk memperkuat identitas mereknya melalui pendekatan desain showroom yang baru, yaitu *New Brand Design* (NBD). Namun, showroom Volkswagen Bandung belum sepenuhnya mengadopsi identitas visual dan fungsional tersebut. Penelitian ini bertujuan untuk merancang ulang interior showroom Volkswagen Bandung agar sesuai dengan identitas brand terkini dan dapat meningkatkan pengalaman pelanggan. Metode yang digunakan mencakup observasi, wawancara, studi literatur, dan studi preseden. Hasil perancangan menekankan penerapan elemen-elemen identitas merek seperti pemilihan warna cerah, bentuk dinamis, pencahayaan aksen, serta material yang merepresentasikan nilai inovatif dan berkelanjutan dari Volkswagen. Desain ulang ini juga menata ulang sirkulasi ruang, sistem display, serta fasilitas penunjang seperti lounge dan area interaktif untuk mendukung informasi seputar kendaraan listrik. Implementasi pendekatan *brand identity* diharapkan mampu membentuk showroom yang tidak hanya berfungsi sebagai tempat jual beli, tetapi juga sebagai ruang pengalaman yang memperkuat citra merek Volkswagen di mata konsumen Indonesia.

Kata kunci: *Showroom, Brand Identity, Volkswagen, Desain Interior, Mobil Listrik*

ABSTRACT

The shift in the global automotive industry, particularly the transition towards electric vehicles (EV), has prompted Volkswagen to strengthen its brand identity through a new showroom design approach known as the New Brand Design (NBD). However, the Volkswagen Bandung showroom has not yet fully adopted this updated visual and functional identity. This study aims to redesign the interior of the Volkswagen Bandung showroom to align with the current brand identity and enhance the customer experience. The methods employed include observation, interviews, literature review, and precedent studies. The design outcomes emphasize the application of brand identity elements such as the selection of bright colors, dynamic forms, accent lighting, and materials that reflect Volkswagen's innovative and sustainable values. The redesign also reorganizes spatial circulation, display systems, and supporting facilities such as lounges and interactive areas to provide information on electric vehicles. The implementation of the brand identity approach is expected to transform the showroom into not only a place for transactions but also an experiential space that reinforces Volkswagen's brand image in the eyes of Indonesian consumers.

Keywords: Showroom, Brand Identity, Volkswagen, Interior Design, Electric Vehicles