

ABSTRACT

INTERIOR REDESIGN OF TELKOM REGIONAL OFFICE (WITEL) NORTH JAKARTA WITH CORPORATE IDENTITY APPROACH

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Telkom Regional Office (Witel) North Jakarta is part of PT Telkom Indonesia (Persero Tbk) Regional Division II aimed at monitoring and controlling all aspects of business in the North Jakarta area as a primary service provider that supports digital transformation for the community. As a State-Owned Enterprise (BUMN) in the field of information and communication technology, PT Telkom Indonesia has succeeded in building a brand identity as a corporate marker not only at the national level, but also as a representation of company values through visual elements such as logos, colors, and shapes. A strong tangible form of identity can be represented in the physical workspace, especially the office interior which can create a work atmosphere that supports productivity, comfort, and strengthens the sense of ownership and employee engagement within the company. The results of observation and data collection analysis show that the Telkom Regional Office (Witel) North Jakarta does not yet have an efficiently arranged workspace with a mismatch between space needs and active users, and interior elements do not reflect the company's identity such as lighting, ventilation, and acoustic comfort are not fully up to standard, and there is no visual touch that is able to convey a strong corporate image to space users and visitors. This Final Project Proposal describes the background, study and analysis of the redesign of the North Jakarta Telkom Regional Office (Witel) with a Corporate Identity approach to create a more effective and efficient workspace in accordance with operational needs by implementing the corporate identity and cultural values of PT Telkom Indonesia into the office interior that has not been optimally implemented before.

Keywords: *Telkom Regional Office (Witel) North Jakarta, Corporate Identity, Office Interior.*