

ABSTRACT

REDESIGN OF PT SASA INTI CIKARANG OFFICE WITH A SPATIAL PSYCHOLOGY APPROACH

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An office is a space that plays an important role in supporting the productivity and psychological well-being of its users. PT Sasa Inti, as a food industry company that brings a positive spirit through the tagline "Happiness is Sasa," requires a workspace that reflects these values—not only functionally efficient but also emotionally comfortable and pleasant. Based on the existing conditions, several issues were found such as a disorganized spatial layout that disrupts circulation efficiency between divisions, unbalanced color selection that creates a rigid and less dynamic visual atmosphere, and the use of interior materials—particularly on partition elements—that do not adequately support acoustic quality. Therefore, the office was redesigned using a spatial psychology approach. The design carries the theme “Empowering Productive Space” with the concept “Harmonizing Function and Comfort,” which emphasizes a balance between functionality and psychological comfort. Design solutions are applied through a more efficient layout, more harmonious color compositions, and materials that support acoustic comfort, lighting, and a pleasant work atmosphere.

Keywords: *Redesign, Spatial Psychology, Office, Productivity, Comfort*