

## **ABSTRACT**

*The UMKM center is a place to promote superior products in an area where there are several different functions of the activity, namely the retail function, the court function and the performance function. The existence of the UMKM Center is very important because it plays a role in promoting, selling and introducing superior products and culture from Pati Regency. Its role is as a supporting facility to collect superior products from various subdistricts so that their products are better known by the existing community. The UMKM center itself is a center for community activities located in Pati Regency, Central Java. Based on the survey results of the existing condition of the Pragolo Plaza MSME Center and the three UMKM Centers as survey studies, namely Central Java Dekranasda in Semarang, West Java Dekranasda in Bandung, and Rupa Rupi Handicraft Market in Bandung found common problems at the UMKM Center where there is still no characteristic and cultural elements of Pati District in the interior of the building. Redesign of the MSME Center needs to be done to facilitate activities in the UMKM Center based on the characteristics of an area from the presence of colors, ornaments (carvings, etc.), formations, and motifs that are traditional, unique, and interesting. The focus of this redesign is to design the form of space, facilities, and elements of the UMKM Central Room based on the science of interior design based on the 2015 Minister of Education and Culture, about the formation of the MSME center interior in an area.*

*Keywords: Regional MSME Center, 2015 Minister of Education and Culture Regulation, Interior Redesign.*