

## ABSTRACT

*The world of telecommunications is now experiencing rapid progress, this is accompanied by the advancement of communication-based technology devices, this is marked by the many gadgets industries that are currently developing. PT. XL - Axiata Tbk as one of the largest providers in Indonesia has a market in the telecommunications world in this country. After more than 2 decades of the establishment of this XL Axiata provider, this company has made several branding changes, in 2016 XL Axiata made a new branding for its company to commemorate the 20th year of XL Axiata's career in the Indonesian telecommunications world. In the present era, there are many Startup companies that apply the concept of "trend office" to their offices which is very trendy in designing office interiors nowadays. This is what will be applied to the Redesign of XL Axiata Bandung Office, which has the concept of "Refresh and Fun Identity", which is how to do interior design by raising the trend office phenomenon combined with the character and identity of the new XL Axiata company. The application of the Cozy Contemporary enrichment that is considered fitting with the new branding on XL Axiata. The purpose of choosing this theme is to refresh with new design or branding at the XL Axiata Office located on L.RE street. Martadinata No. 7 of Bandung City.*

*Keywords: XL Axiata, branding, trend office, character, provider*