

ABSTRACT

Motorcycle Showroom is a building that provides motorcycle places by means of display motor. In the planning of motorcycles showroom, the most important is to note the satisfaction of services to consumers to improve the activities of buying and selling vehicles. This rapid development of the times, making the influence of the motor industry today began to grow very rapidly. Kawasaki is a Japanese motorcycle manufacturer that is one of the leading motorcycles in Indonesia today. In 2018 the Indonesian Motorcycle Industry Association (AISI) noted about the distribution of the Kawasaki motorcycle market share in each Indonesian province. The Indonesian Motorcycle Industry Association (AISI) notes that the Kawasaki motor sales in Jakarta occupy the 3rd place. From this data already shows Jakarta is the 3rd largest Kawasaki motor consumer in Indonesia. Therefore, the important role of a showroom is very important, especially in Jakarta. A central Kawasaki showroom in Jakarta is a showroom that sells the most complete motorcycles in Indonesia.

On the interior designing Showroom with the use of Let The Good Times Roll theme on the atmosphere of the room, which can be the room atmosphere is expected. By lifting the concept of Back To Basic which is derived from the first time motor sale that is produced in the present day, it is hoped that this concept can be one that can present the brand identity of Kawasaki from the room atmosphere

Keywords : Showroom motorcycle, Kawasaki, 3S (service, sales, Sparepart), Let The Good Times Roll