

ABSTRACT

INTERIOR DESIGN PT. SHOPBACK INDONESIAN IN BANDUNG WITH A SPACE PSYCHOLOGY DESIGN APPROACH

Annisa Fitria Hanum

Desain Interior , Fakultas Industri Kreatif , Universitas Telkom
Jl. Telekomunikaso No. 1, Terusan Buah Batu , Bandung , Jawa Barat 40257

In this era a lot of startup companies have sprung up, startup companies are very popular among young millennial generation. The need for a startup office is also a major factor in carrying out work in this startup company. One of them is Shopback startup, which is engaged in cashback, which was established in 2014.

In this design process will include the stages of study of office literature and of course with a psychology approach due to the physical environment that will have an effect on the productivity and satisfaction of its employees. Also supported by the analysis of precedent studies and comparative studies that are a reference in designing a startup startup office where the majority of the workers are millennials. The theme obtained from the results of the analysis is themed "Collaboration to Connectivity Community" which through this theme will present an office that is certainly feasible, comfortable and also fun for today's millennial generation employees who are also supported by facilities and infrastructure that are suitable for Shopback office users. .

Keywords: Office, *Startup*, Millennial