

ABSTRACT

RE – DESIGN INTERIOR AN OPEN LIBRARY OF TELKOM UNIVERSITY WITH IDENTITY APPROACH

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Telkom University Open Library is one of the facilities for academic communities. Telkom University in achieving its vision as one of the college institutions, is at a phase of the development in achieving its grand vision of becoming a world-class university. Got into the era of the industrial revolution 4.0, society is made easy by the presence of a digital library, so that society can reach information wherever they are. WCUL (World Class University Library) exists as an international scale assessment and recognition for libraries in all countries that are assessed by a webometric assessment institution. In its development Open Library still has problems related to interior design. In its development Open Library still has problems related to the interior. Problems that occur include, the Open Library doesn't yet reflect Telkom University identities as an ICT-based campus, the use of wayfinding signage which is not related to the interior is not optimal and the presence of facilities that are not yet optimal then the organization of Open Library. Based on these problems it is required to redesign the Open Library based on these theories; IFLA (International Federation of Library Associations and Institutions), Calori and Eynden in their book entitled "Signage and Wayfinding Design", David Gibson in his book entitled "Design Information on Wayfinding Handbook for Locations General and theories about design by Zeynep Dagli in his scientific paper (Thesis) entitled "The Relationship of Interior Design with Customer Recognition of Company Identity". Data collection in this project uses primary data and secondary data. Primary data theory includes surveys, questionnaires, interviews and documentation, while secondary data covers literature studies and data precedents. The purpose of the design is to support the existence of the Open Library brand identity related to the scope of the interior based on the application of EGD wayfinding that supports ease, comfort and create new experiences, as well as a new identity for the Open Library. Based on the problems that occur with existing theories, it is implemented into a design concept that becomes the final design output in the form of shop drawings and presentation drawings.

Keywords: *Open Library, identity approaches, re-design*