

ABSTRACT

NEW DESIGN INTERIOR GEOMETRY COWORKING SPACE IN PALANGKARAYA CITY WITH BEHAVIORAL APPROACH

Geometri Coworking Space in Palangka Raya is designed as an incubator for the growth of startup industries in the era of Industry 4.0. In the context of the rapid development of digital businesses in Indonesia, especially in Jakarta, the phenomenon of coworking spaces has become crucial in supporting the startup ecosystem. Government efforts, such as the Digital Entrepreneurship Academy (DEA), With interior design considering human behavior and incorporating coworking values such as sustainability and collaboration, this space is anticipated to be not just a workspace but also a center for local economic growth. The importance of coworking values, such as sustainability and collaboration, should be integrated into every aspect of the design of Geometri Coworking Space. Continuous support from the government and the development of the local startup ecosystem are crucial factors that will underscore the role of Geometri Coworking Space as a pioneer in supporting the growth of digital and creative businesses in the city. The goal of designing this coworking space is to create facilities that meet the needs of users and coworking standards to enhance comfort and productivity, supporting social activities and interactions among users. To determine this, the methods used in this design include interviews, observations, field studies, documentation, and literature studies. Based on the processed data, the availability of coworking facilities may not fully support the needs of users, especially in terms of interaction and collaboration values. Therefore, a redesign is necessary to consider the needs of users to support the activities within the coworking space.

Keywords: *Coworking, Behavior, Business*