

ABSTRACT

Offices are not always seen as places where people work, especially people who live in big cities. Even most of their time is around 6-8 hours spent in the room. So that at this time the interior of an office in a company must be able to create and provide a comfortable and healthy atmosphere for its users in its creativity. An office that is comfortable in all aspects can indirectly support better performance for its employees and directors, therefore interior design in an office can affect the growth of a company's work productivity. One production and distribution company, PT. Sewu Segar Nusantara or better known as Sunpride is a company that has the main activities in production and marketing with extensive expertise in the field of food and agribusiness, focusing on distributors and marketing of local fruits located on Jl. Telesonic Dalam (Jalan Raya Gatot Subroto Km.8) Tangerang Banten. problems such as structuring the layout, circulation, interior organization organization. Office Sunpride needs to be done for the purpose of creating optimal activities for workers for the productivity of the company and designs that promote the impression of healthy, comfortable and fresh as carried by the Sunpride brand.

Keyword: office redesign, Sunpride, marketing, Tangerang, Banten.