

Redesigning Of Interior Design
Community Service Office Technopark Cimahi

Muhammad Abdul Aziz Siregar

Prodi S1 Desain Interior, fakultas Industri Kreatif, Univeritas Telkom

azizsiregar@students.telkomuniversity.ac.id

ABSTRAK

The Creative Industry has a role in improving the Indonesian economy globally. Based on national data, the creative industry sector has absorbed 15.9 million workers with a contribution of 7.3 percent of gross domestic product (GDP), equivalent to Rp 852 trillion. Because the fourth industrial revolution has begun to deal with it, it requires an economic facility in the creative industry that is in line with its fields so that its potential can be utilized and facilitated properly.

The presence of technopark has the function of providing a place for facilities covering offices, trade centers, research laboratories, training and education centers equipped with modern infrastructure with the aim of building an economy based on innovation and technology. The success of a technopark must at least play three main roles or triple helix. By carrying out research and developing technology-based startup companies, as well as attracting industries into the technopark region so as to create an innovation ecosystem that can be realized with quadruple helix main actors, namely: academic, business, government and community (Lukito Hasta Pratopo, Director of Science and Technology Areas and Other Supporting Institutions-Kemrinstekdikti).

As stated in the 2015-2019 RPJMN regarding government programs making 100 technoparks in Indonesia at the central, provincial, regency / city level and one of the technoparks is in cimahi. Cimahi was chosen because Cimahi has limitations in the potential of natural resources and the region, but has the advantage of human resources that can be developed and highly competitive in the fields of services, trade, education and culture. therefore to create a technopark with the implementation of a quadruple helix system, the need to redesign the technology of the brand so that it can be more developed in the creative industry and generate new technology-based employment or start-up through products produced from the cimahi technopark.

Keywords: Technopark, Cimahi Technopark, Quadruple Helix