

## ABSTRACT

Korean Cultural Center Indonesia is a Korean cultural center located in Indonesia precisely in the capital city of Jakarta. KCC as a cultural center must meet the needs of facilities to carry out program activities, but in the previous KCCI was still lacking in facilitating the program activities in KCCI can be seen from a number of activities carried out outside of KCCI because of the limitations of existing facilities. The Korean cultural center (KCC) is a design with a new location due to problems with the limited location of the previous KCC so that it was moved to a new location located at Jalan Gatot Subroto, Pancoran, South Jakarta. This design intend to meet the needs of facilities lacking in the previous KCCI and to realize the goals of the establishment of KCCI that have not been realized.

In designing this Korean cultural center, creating an interior atmosphere of Korean culture by promoting Korean branding through "Hallyu" and Korean identity as a concept that is in line with the vision and mission of KOCIS, namely increasing Korean branding and introducing Korean identity to other countries.

*Keywords: Korean cultural center, hallyu, branding, facilities.*