

***ABSTRACT NEW DESIGN COWORKING SPACE OF BANDUNG CITY WITH
SENSE OF COMMUNITY APPROACH***

Anggie Dwi Jayanti

Desain Interior, Fakultas Industri Kreatif, Universitas Telkom

Jl. Telekomunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257

The city of Bandung was chosen as a Creative City by UNESCO in 2015 and has become a center of innovation and creativity driven by its youth. According to data from the Central Statistics Agency, the population in the city of Bandung in 2018 reached 2.5 million where the population aged 15 to 34 years was 444, 304 people. Making the city of Bandung as a city that is creative, active, and innovative, with a large number of productive ages. Bandung as a Creative City is one of the leaders in giving birth to startups. This can be seen from the increasing number of startups in Bandung which are increasing every year. The increasing growth of startups is in line with the increasing growth of co-working space. Co-working space is a choice of work places for startups because it provides complete facilities with little operational costs compared to renting a building that costs a lot of money. The existence of co-working as a forum for startup communities in Bandung with facilities for startup dominant workers is expected to improve work quality and encourage enthusiasm and productivity in work.

Keywords : Bandung City, Creative City, Startup, Co-working space