

ABSTRACT
GOJEK BANDUNG OFFICE DESIGN

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Gojek as the first startup to win the status of unicorn and decacorn in Indonesia is the foremost representation of a startup company that is able to answer the market's needs with various innovations and creativity. By working more flexibly than companies in general by having young staff (millennial generation), the Gojek office is deliberately designed to fulfill the main and supporting activities for employees to visitors (Capnary, 2018). However, in today, the Gojek Bandung office does not meet office design standards and does not meet the needs of activities to the lack of a company identity that should be displayed. This can be seen from how the division of public space and work space is less clear, ineffective circulation paths, to the interior concept of a corporate identity that is not visible. This situation makes the employees feel uncomfortable when working in the office so they have to look for a new atmosphere outside the office which further makes work ineffective when direct coordination is needed. Gojek has initiated to carry out office reinstatement by moving from the old office to the new office, this has become one of the main programs of PT. Karya Anak Bangsa at the beginning of this new decade and will be continued in subsequent years at several other branch offices. It is intended to encourage business and corporate image so that it can compete with other similar companies. This is the background in the selection of this topic as the final project project redesign of Gojek Bandung office.

Keywords: Gojek, Startup, Offices, Corporate Identity, Activities.