

## **ABSTRACT**

### **REDESIGN OF WEST JAVA TVRI OFFICE INTERIOR WITH COMPANY IDENTITY APPROACH**

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TVRI West Java is one regional station that is inseparable from National TVRI. TVRI began to take concrete steps to regain its former glory, the rebranding process was carried out. Rebranding is presented to represent the quality of value that provides a significant differentiating element between broadcasters' brands. Therefore TVRI optimizes performance according to the times and technology and adjusts to the meaning of the rebranding process. Because basically, a brand, in the context of TVRI broadcasting institution branding, its existence is not just to make and design a brand name. TVRI West Java is expected to be able to build the nation's culture and develop equality in diversity and provide quality and competitive multiplatform broadcast services with modern, transparent and accountable institutional governance. Activity is one of the factors causing problems at the TVRI West Java office such as lack of space with the need for facilities and infrastructure for office activities at TVRI West Java. User behavior that is thick with the nature of openness and like togetherness and cooperation becomes the thing that is emphasized in the TVRI office. With this the main problems at the TVRI West Java office occurred such as lack of work effectiveness, lack of facilities capable of accommodating user habits, and decreased work results caused by poor spatial planning. Plus television is a technology or communication product that has experienced such rapid development. This has become a demand for every TVRI station both central and regional to balance the rebranding process with the face of TVRI in both digital and non-digital forms. Therefore we need facilities that can support all activities at the West Java TVRI office. Adequate facilities and infrastructure are needed to support this. One of the supporting things is the interior arrangement that can accommodate all activities and work traffic therein. The design of the West Java TVRI office is expected to be able to accommodate the existing activities at the West Java TVRI office by providing space for activities where each activity requires space in accordance with the type of activity, providing facilities to meet the needs of employee habits or behavior with a corporate identity approach. The whole concept of the TVRI West Java office design is Unity In Openness which can be interpreted as unity in openness. The concept has the main goal to realize the interior of the workspace that unites every user through the nature of openness, happy to gather and like being together. This is combined with the character of the results of comparative office studies with similar functions and the character of modern office interior design. This concept is expected to bring space and facilities that can accommodate all TVRI West Java office activities.

**Keywords:** TVRI Office, West Java, Interior Design, Unity and Openness