

## **ABSTRACT**

### ***INTERIOR DESIGN LAND ROVER SHOWROOM WITH SPACE EXPERIENCE THROUGH A LIGHT APPROACH***

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*Showrooms in Indonesia are a means of buying and selling a vehicle where the showroom has a role to attract visitors who want to see the vehicle to be purchased or just looking for more detailed information about the product. As time goes by, the car industry is growing. One of the growing brands is Land Rover. The Land Rover showroom in Jakarta has yet to show its identity on the building. The purpose of this design is to provide a good experience to consumers and to increase product sales. The stages of this design process include data collection, analysis, and literature study of the showroom. After that, themes and concepts are created to answer design problems and implement them in visual form.*

***Keywords:*** *Showroom, Land Rover, Jakarta, Identity.*