

ABSTRACT

Digital Marketing Agency companies are companies that provide services to promote a particular product or brand through internet media such as Instagram, Facebook, YouTube, or other social media, and digital marketing agencies can analyze problems and provide solutions to these problems. However, during a pandemic like today, workers in digital marketing agency companies are required to work from home, because companies are required to follow government regulations, which require employees to work from home or commonly known as work from home. The impact of this decision is a decrease in the performance of workers in the Digital Marketing Agency company because workers can no longer use the facilities provided by the company to support jobs and workers can only use the makeshift facilities in their homes. From the results of the interview, digital marketing agency companies need a solution to these problems by creating an efficient workspace for maximum work results, as expected by consumers. An ergonomic work area with the right size for comfortable work can improve the quality of work. Due to the limitations of the work area in the homes of digital marketing agency workers, it is, therefore, necessary to design a digital working pod with a comfortable work area and equipped with features such as lighting, good air circulation, sound absorbers, and electrical terminals to support the device digital, such as computers or laptops. It is hoped that designing this working pod, can improve the work results of workers in digital companies, and can provide the best results for consumers.

Keyword : digital company, working pod, working area, workers.