

ABSTRACT

**PERANCANGAN BARU INTERIOR KANTOR EFISHERY BANDUNG DENGAN
PENDEKATAN *ACTIVITY BASED WORKING***

Fazhry Firmansyah

Desain Interior, Fakultas Industri Kreatif, Universitas Telkom

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

Startups are companies that have just entered or are still in the development or research phase to continue to find markets and develop their products. Startup companies are one of the big job openings, especially for young employees, startup is a dream job for young employees today. In addition, startups are also companies that create many innovations in the field of technology, be it technology in the economic field or in the field of food procurement. *Efishery* is one of the startup companies that is growing rapidly and the products they offer are aquaculture products, *Efishery* focuses on creating innovations for aquaculture fish farmers by creating a technology that can monitor and provide feed regularly. In the last 2 years *Efishery* has employed approximately 1000 employees and at the head office already has 100 employees, the majority of whom are young employees. The *Efishery* head office is located in the Dago expert area, Bandung, which is quite far and uphill and for the building it uses 2 houses combined, besides the remote location, the *Efishery* office capacity is no longer possible to accommodate new employees due to insufficient building area, because it requires a new building located on Jalan Ir. H. Juanda, Bandung. The new building is located in a strategic location and is a spacious building so that it can accommodate more employees. In addition, the building will use the openspace concept so that it does not take up much space and maximizes collaboration between employees. In terms of design, a design that uses bright colors and dynamic shapes will be applied to encourage employees' enthusiasm for work.

Keyword: Startup, Activity, Technology