

ABSTRACT

THE NEW INTERIOR DESIGN OF MANDIRI BRANCH AND AREA OFFICE WITH CORPORATE BRANDING APPROACH

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As a corporation, it is important to always make developments in all fields in order to achieve company sustainability. Currently, Bank Mandiri intensively develop their digital banking applications as an effort to serve the financial ecosystem of its customers digitally. The presence of the Livin' by Mandiri application provides a new color for Bank Mandiri that needs to be introduced that its innovations are well accepted and adopted by the community, especially Bank Mandiri customers. With this development, the construction of a new branch office and area in Gresik Regency opens an opportunity for Bank Mandiri to introduce its newest brand image as a corporation that is able to keep up with the times and also upholds the welfare of its related parties as a corporate ecosystem. Therefore, the interior design of its new office in Gresik Regency with a Corporate Branding approach is used to implement a corporate work system that is relevant today, with the hope that it will provide more benefits for the company in the long run.

Keywords: *corporate, bank, brand, digital.*