

## ABSTRACT

*The Telkom Office Business Service Division is part of the Enterprise & Business Service Directorate Organization. The business service division is a unit formed by Telkom to manage business customers, most of which are the small and medium business segment. Telkom Office The business service division has a vision and mission, namely to become the digital telco of choice for advancing society. To assist the office in achieving its goals, which is to help increase the degree of MSMEs through digitization, namely by using the my sooltan application. Which currently has 500 thousand subscribers and it is hoped that for the next 2-3 years the target is 1-2 million subscribers. So it requires employees who are excellent in their services. To support this, occupational health, a clean, comfortable, healthy and safe work environment will increase employee morale, satisfaction and work productivity. This work environment can be created with a good office space arrangement. The purpose of this design is to produce a Telkom office design business service division with a brand identity approach that can increase employee comfort and productivity. This design method uses primary data collection methods and secondary data collection. The theoretical basis used is to use the theoretical basis of the brand identity approach. Based on the results of the design stage process carried out at the Telkom office business service division, it can be concluded that there are several solutions to the problem, namely rearranging the layout also has an effect on improving good circulation for employees at work. Helping employees carry out their work activities safely and comfortably. Applying a brand identity to office interior elements can increase the comfort and enthusiasm of employees. With some of the solutions that have been done, it is expected to be able to solve the problems that exist in the design of Telkom's office business service division.*

*Keyword: Redesign, The Telkom office Business Service Division, Brand Identity, Interior Design.*