

ABSTRACT

INTERIOR DESIGN BOGOR CREATIVE ENTREPRENEURSHIP CENTER WITH BEHAVIOR AND ACTIVITY APPROACH

Adzra Ashila Zhafira

*Interior Design, Faculty of Creative Industry, Telkom University
Telekomunikasi St. No. 1, Terusan Buah Batu, Sukapura, Bandung, West Java 40257*

The city of Bogor has a number of creative MSMEs in the culinary and fashion categories as leading industries. The low quality of human resources, business knowledge, and production facilities to meet their needs are problems that are still experienced by many creative MSMEs, making the existence of a culinary and fashion business incubator in Bogor City important. The problems studied are in the absence of space facilities that can meet all the needs and activities of culinary and fashion MSME actors in the city of Bogor, space organization that is not optimal, and lack of space experience that can support increasing user creativity and productivity. The approach used is a behavioral and activity approach that is tailored to the user and activities in a complex creative business incubator. This design aims to create facilities and space as a place for training and entrepreneurship development in the culinary and fashion industries so that human resources and their products are of higher quality and can help the regional economy of Bogor City. The design of the Bogor Creative Entrepreneurship Center as a creative business incubation center in Bogor City is expected to be able to provide optimal facilities and infrastructure according to needs and activities that can increase the creativity and productivity of users in entrepreneurship and work.

Keywords: *Business Incubator, Creative MSMEs, Activity, Creativity, Productivity*