

ABSTRACT

DESIGN OF THE SUKABUMI CREATIVE HUB AS AN EMPOWERMENT OF THE YOUNG GENERATION OF SUKABUMI WITH A BEHAVIORAL APPROACH

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Nation progress is determined by the roles of the younger generation that play an active role in the changing process in various areas. Embodied in the use of digital technologies of potential areas for country development. The economy driven by the creative industry must be increased by relying on creativity that drives innovation to create greater value. The creative economic sector movement requires coherence, a synergy of all creative economic parties, and cooperation between competitors and investors. The creative industry produces innovation and creativity needs a place to express its work. Adjusting user dynamics and creativity through flexible space management, maximizing space, and being able to meet different expressive needs. In 2022 disqualified city of Sukabumi targeting 46,000 KUKM can be verified. Thus, the Sukabumi Creative Hub has been created as a haven for creative startups that support economic growth and public prosperity. Adjusts to the needs of the creative industry and can provide incentives to creative, innovative, and potential processes. Research is carried out qualitatively to identify and understand the importance of social or humanitarian problems. Through defining objects, primary and secondary data collection, data synthesis, and analysis. Once a design problem is solved, a behaviour-based approach to the human personality problem is formed by the environmental interaction experience.

Keywords: *Youth Generation, Economy, Creative Industry, Creative Economy, Sukabumi*