

ABSTRACT
INTERIOR DESIGN
PT PRIMARINDO ASIA INFRASTRUCTURE TBK FACTORY OFFICE
REDESIGN. BANDUNG WITH IMAGE BRANDING APPROACH

Muhammad Ridho Satria

Interior Design, Faculty of Creative Industries, Telkom University
Jl. Komunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257

As a company operating in the footwear industry, there is a need for development in terms of identity and characteristics that can be easily recognized by consumers. Through this development, the company's image within the community can be enhanced, resulting in an effect on increased trust and clarity regarding the company's vision, mission, and objectives. Introducing the brand image to the public can establish a strong brand awareness, thereby boosting the company's productivity. The evolving times also play a role, where social activities encompass how a product is presented to the public. A well-known brand will continue to gain recognition and relevance in the present. The redesign of PT. Primarindo Asia Infrastructure Tbk.'s office and factory outlet takes into account the factors that contribute to the company's brand image in order to build the desired brand awareness. This is expected to elevate the company's reputation and provide long-term benefits.

Keywords: *Office, Brand Image, Fashion Footwear*