

ABSTRACT

INTERIOR REDESIGN OF RAHARJA CENTRAL OFFICE WITH ACTIVITY APPROACH

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PT. Jasa Raharja is one of the four state-owned enterprises (SOEs) that emerged from the nationalization of Dutch companies. PT. Jasa Raharja operates in the field of social insurance, where the company is responsible for managing traffic accident insurance. PT. Jasa Raharja offers two types of social insurance programs, namely accident insurance for public transportation and liability insurance according to the law for third parties.

In this design, PT. Jasa Raharja's headquarters, located in South Jakarta, aims to create a productive office environment that enhances employee performance, leading to improved service to the community. Based on observations, literature studies, and interviews, the interior design of PT. Jasa Raharja's headquarters applies an activity-based approach with the Natural and Green theme and a coworking space concept as a solution to the design challenges encountered. This concept is implemented in the organizational space system, level of activity concentration, spatial concept, and visual concept.

Keywords : PT. Jasa Raharja, Insurance, Performance, Activity, Concept