

ABSTRACT

PT. Pegadaian Area X Bandung is a government agency engaged in money lending services by procuring an item according to its guarantee of money with 2 procuring an item as collateral. As the modern Pegadaian office becomes global, it affects the activities, mindset, and work efficiency of employees in maximizing performance in the state of the work environment which then the component can carry out the company's vision and mission. Factors that influence the success of employee work in an office include aspects of atmosphere comfort in order to create an effective and conducive place to work. Therefore, the atmosphere of space in the interior of an office is needed to improve feasibility and also meet the feasibility and standardization of the office. To support this design, primary data collection methods are used, namely through observation, interviews, and documentation, on secondary data, namely comparative studies, and data analysis in the form of final design. So that it can be concluded the results of data collection from one of the wishes of the owner as a staff of PT. This Pegadaian Area X Bandung expects an open space office and also raises the image of PT. Pegadaian Area X Bandung is to become a homey concept office, so the redesign of the office interior of PT. Pegadaian Area X Bandung will apply the concept of open space and combined with modern themes in the lobby and work area using a corporate identity approach as stated by the owner.

Keywords: Office, Corporate Identity, Open Space, Bandung