

Abstract

Tasikmalaya Creative Center is a creative industry management service unit in the city environment which provides space for creative economy actors to produce, market and manage businesses, and is equipped with entrepreneurship and craftsmanship program facilities with creative industry experts as companions and curators. Currently, the Tasikmalaya creative center is usually used for community or MSME events and can also be used according to the needs of creative economy players. The areas most often used for activities are the auditorium and exhibition space. Thus, it is hoped that the creative center building can contribute to encouraging economic growth in Tasikmalaya City. However, based on observation analysis that has been carried out on several creative center buildings, there are several problems that are similar to creative center buildings. The main problems are related to the function of space which is not in accordance with leading subsectors and facilities which do not support the activities of creative economy actors. Apart from that, the creative center has not been used because the existing room still does not have a specific function. This research was conducted using a behavioral approach through the stages of data collection to data analysis. From the results of the analysis, it can be concluded that the new design for the space organization and layout of the creative center can provide a space that suits the function for creative creative actors to express creative ideas.

Keywords: *Creative Center, Behavior, Space Function, creative center layout*