

**REDESIGN OF THE OFFICE OF COOPERATIVES FOR MICRO, SMALL AND MEDIUM ENTERPRISES OF WEST JAVA WITH A LOCALITY APPROACH.**

**ABSTRACT**

*Abstract: The Bandung City Micro, Small and Medium Enterprises Cooperative Service Office, West Java Province is a government office that operates in the field of service cooperatives, both savings and loans, and permits to establish small and medium scale businesses. This office is located in the city of Bandung on Jalan Soekarno Hatta. The Micro, Small and Medium Enterprises Cooperative Service Office is one of the service sectors that is able to drive the economy in Indonesia. In the survey conducted at the UMKM Service Office, it was determined that there were several problems, including problems with spatial layout/space organization. Apart from that, forms of promoting local culture need to be displayed in the office interior as an introduction to culture to the community. The aim of this design is to provide solutions to problems in order to create a space that is comfortable, safe and can meet the needs of the community in business as well as maintaining and preserving Sundanese culture as an identity and gateway to cultural recognition. The method used in this research is the observation method by conducting direct observations on site to obtain documentation data, as well as conducting interviews directly at the Bandung City MSME Office. The design of the Bandung City MSME Office uses a locality approach. The theme used is "Local intimacy of Sunda" applied to the interior to give the impression of its own local identity which is a characteristic of the city of Bandung itself. The design concept used is "Simbar Menjangan" a design that pays attention to the life between users of adjacent rooms without destroying the peace and quiet.*

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