

## **ABSTRACT**

### ***Interior Redesign of Prima Rasa Bakery Pasir Kaliki Bandung with Brand Identity Approach***

*The increasingly competitive culinary industry demands continuous innovation, including in terms of interior design. Prima Rasa Bakery Pasir Kaliki Bandung, one of Bandung's culinary icons, faces the challenge of declining visitor interest due to the interior being considered monotonous and no longer relevant to current trends. This study focuses on the interior redesign of Prima Rasa Bakery Pasir Kaliki Bandung with the main goal of consistently integrating brand identity into every design element. In a survey and interviews with visitors and employees of Prima Rasa Pasir Kaliki Bandung, it was found that the current interior design is unable to provide an experience that matches customer expectations of the Prima Rasa brand. Through an in-depth analysis of Prima Rasa's brand identity, this study identifies core values and visual elements that can be translated into the language of interior design. Thus, this study is expected to create a store interior that is not only aesthetic, but also able to convey a strong and consistent message about the Prima Rasa brand, so that it can strengthen the brand's position in the market.*

**Keywords** : *user experience, visual marketing, branding.*