

ABSTRACT

Every company has an office as a place for activities and has various characteristics related to their respective fields. One company that uses an office as a place to work is Witel karawang. In addition, the office must also adjust to the activity patterns of its users. In Witel karawang, there are 3 subsidiaries owned by Telkom Indonesia with several characteristics. However, the characteristics of each company are less prominent and the spatial organization is mixed with each division. The method used in this redesign uses interviews, observation and field studies, documentation and literature studies. And obtained data in the form of Telkom Indonesia is a state-owned company engaged in digitalization and in Witel karawang there are 3 subsidiaries under Telkom Indonesia. And based on the results of data collection that has been carried out for the redesign of the interior design of Witel karawang, several design problems were found such as the circulation of the employee work area is too narrow, the identity of each subsidiary is not visible and the organization of space in the office is mixed with each other. Based on the previous explanation, it is necessary to redesign the interior design of the karawang Witel office with brand identity approach. The purpose of redesigning the interior design of the karawang Witel Office is to realize the circulation of office space in accordance with the activities of its users, have a corporate identity and have a clear space organization or each company has its own area. Keywords: Interior Design Redesign, Witel karawang, Corporate Identity, Brand Identity

Keywords: *effectiveness, productivity and optimal.*