

ABSTRAK

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Perancangan Arsitektur Interior

Retail & Bodyshop Mobil Cattleya Auto di Surabaya

Dijaman sekarang ini semakin bertambahnya penggemar dunia otomotif khususnya mobil. Dapat kita lihat saat melintas di jalan raya, banyak mobil dari berbagai macam pabrik yang dimodifikasi dengan ubahan minim maupun ekstrim. Hal ini telah menjadi sebuah *lifestyle* yang digemari kalangan atas di kota besar yang salah satunya kota Surabaya. Cattleya Auto didirikan karena adanya peluang ini yaitu masih belum ada *retail store* sekaligus *bodyshop* di Indonesia yang menjual aksesoris mobil dengan konsep desain interior yang baik. Cattleya Auto berada di Jl. Jelidro I/35 Surabaya, dimana merupakan *retail bodypart* mobil sekaligus penyedia layanan pemasangan serta *bodyshop* mobil. Total luas area Cattleya Auto $\pm 1200\text{m}^2$, dengan posisi lokasi dipinggir jalan raya serta berjarak dekat dengan perumahan elit di Surabaya. Laporan ini memiliki tujuan menyelesaikan masalah dari pengguna yaitu mendesain Cattleya Auto sebagai *retail* dan *bodyshop* yang fungsional dari segi brand dan operasional. Kesimpulan yang dapat diambil dari perancangan ini adalah menerapkan konsep desain yang mengarahkan alur sirkulasi pengguna dan meningkatkan kenyamanan dan efektifitas operasional serta aplikasi branding yang disesuaikan dengan filosofi Cattleya Auto melalui bentuk dan gaya modern.

Kata Kunci:

Retail, Bodyshop, Mobil, Operasional, Modern

ABSTRACT

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Architecture Interior Planning

Retail & Bodyshop Mobil Cattleya Auto in Surabaya

Nowadays there is a significant amount of automotive enthusiasts especially in cars. What we can see from the main road all over Surabaya city is there are a lot of cars from various brand and origin being modified either with minimum changes or even extreme changes. This fact can conclude that modifying cars have become one of the lifestyle which is quite fonded by those upper class people in most of the big city, which in this case is Surabaya city. Cattleya Auto is established based on the research that has been done previously and pointed an opportunity that there is no retail store and bodyshop in Indonesia which sell cars accesories with different interior design touch. Cattleya Auto is located in Jl. Jelidro I/ 35 Surabaya. It is a place of retail bodypart shop with additional service which the service of applying the part to the car itself. Cattleya Auto has $\pm 1200\text{m}^2$ total area, located right in a strategic place in the main road of Surabaya and quite near from the elite Surabaya house cluster. This final report is made to solve the user's problem which is designing Cattleya Auto as the functional retail and bodyshop from brand and operational point a view. Furthermore, the conclusion that can be highlighted from this planning is applying the design concept that directs user circulation and enchances comfortness and efective operational, also branding application which has been adjusted with the Cattleya Auto philosophy through form and modern style.

Keyword:

Retail, Bodyshop, Car, Operational, Modern