

## ABSTRACT

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### INTERIOR DESIGN OF BRAWIJAYA SOUVENIR SHOP AND CAFETERIA BY IVANA DESIGN STUDIO

The needs of commercial area, hospitality, and offices are growing up along with the economy growth in Indonesia. One of the most important things for a company is a brand identity. Brand identity is a combination of visual and verbal elements from company's graphic. If a company can build a strong brand experience, it will improve customer's interest, trust, and loyalty to the product. IVANA Design Studio is an interior consultant company that helps the clients to make brand environment by analysing company's profile, vision and mission, market positioning, customer segments, and also their values. When IVANA Design Studio is in the growth cycle, they will have an additional service, which is a package of interior design and two or four times of visual merchandising design in a certain period, depends on the client's need. IVANA Design Studio also offers visual merchandising design to make a strong brand identity through the design of physical environment. IVANA Design Studio is using five elements of Service Excellence to maintain service to the customer. One of Indonesian's cultures is bring back souvenirs for their friends and relatives when they travel. Souvenirs usually present a specialty of a certain place. Brawijaya Istana Oleh-Oleh is a souvenir shop in Batu, which sells souvenirs, such as snacks, clothes, and accessories. Brawijaya's facilities are cafeteria, Islamic prayer room (musholla), hostel, rest area, parking space, and bathrooms with hot water. Cafeteria and clothes retail store are the areas that will be designed. Brawijaya's visions are to become the most complete and affordable souvenir shop in Batu and also make cooperation with local small and medium retailers and artists. The design has to pay attention of circulation path and room organization to ease consumers finding products. The interior design has to make a brand experience of Brawijaya. Design of Brawijaya's cafeteria and clothes retail store using "Connectings" as the concept, which means, "connect things" connecting Brawijaya's vision and consumer's need into layout arrangement and interior design.

#### **Keywords:**

Branding, cafeteria, interior, retail, Visual Merchandising.