



# Mapping and Analysis of Models of Co-Working Spaces: A Case Study in Jakarta

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## **Abstract**

Nowadays, especially in urban context that is supported by high technology, people prefer being freelancer or entrepreneur as their alternative works to live (survive). Being entrepreneur is chosen because it can be done with low-cost leasing, and they also have not to be bounded with certain company. That type of works usually done in mobile and do not need special large workspace or office. But, they still need space to support and facilitate their work in meeting with client, such as co-working space. In co-working space, people can work independently in a fluid space and stress-free co-working style. They rent workspace together in one room but in different work and different activity, such as freelancer, entrepreneur or startup. In this case, office have been shifting meaning and function. It was semi-public space that only used by the employment of current company, but now it changes become public space that everyone can use. This research is initial research which will be focused on co-working space in Central Jakarta and model-design analysis of workspaces. This research also aims to see how the influence of the working activity and working behavior pattern of urban society in Central Jakarta that have implemented in interior design model of co-working space. This also aims to see the dynamics of cultural change in urban society, both for practical purposes and also for contributing to the cultural thinking in Indonesia and to interior design education in particular.

## **Keywords:**

**co-working space, urban, interior design**

## **Jakarta, the Urban City and Its Discontents**

The societal changes that occur in big cities are mostly triggered by the flow of urbanization and immigration. People generally come to the big cities to look for better opportunities, including decent education and employment. Big cities are seen to offer many things and considered as the center of the development of modernity, education, concentration of capital and resources, the center of political and cultural power by patrons, as well as access to information and access to advanced infrastructure. This has led to an increase in population growth in the city as well as an increase in the density of cities from time to time. The increase also has an impact on the number of college graduates who need jobs in urban cities, but in reality there are not many companies that can accommodate them.

In line with that, the increasing need for jobs not covered by large companies does not make the city filled with unemployed people, but they try to work independently to survive. Not only that, on the other hand, there is now a phenomenon when people are tired of working under employment and becoming subordinates in a company structure. Many people who decide to stop working in the office decided to become an entrepreneur, in order to work unbound by the boundaries of the office with a formal working time, without having to have large capital. Consulting services, small companies, start ups, and freelancers, all have this potential. In the urban context, urban people tend to have fast and mobile activities, and are used to things that are all modern and practical.

Along with the rapid development of technology, the need for complex and extensive work space has declined. Everything can now be done using technology. The need for storage space is also decreasing, all can be replaced by the existence of gadgets as a tool that can store data and tools to help us work. The acceleration of this technology has changed human behavior, especially urban communities in their activities, including work. Related to this, the types of jobs above were initially used to work on a mobile basis, and did not require an office as a specific place to work. But then, in line with the development of time, they still need a workplace that can accommodate their needs while also facilitating meeting with clients. The workers then began to look for alternative workspaces in addition to formal offices that could accommodate those who tended to be mobile while also facilitating meeting clients. Furthermore, the rapid development of the digital world which is balanced by the growth of infrastructure and data connectivity is getting better, has given birth to alternative types of space that can accommodate the work activities of urban communities, namely coworking space.

“Urban art is an art that can fill the ‘confinement’ of the city by utilizing and surpassing the ‘confinement of the city’ through creation (creativity) and criticism. Inspiration from limitations, daily life and potential of the city. The transformation of art is a way of thinking that requires imagination by going beyond ‘confinement’. (Budianta, 2013)

Conventionally people work in offices, a room or area that is used as the place where the administrative activities take place. Not only that, the office also shows a position in the organizational structure with specific work activities. The etymological definition of an office (*kantor* in Indonesian) is taken from two different languages, namely from the Dutch language “kantoor” which means a space for work or the place of leadership of an agency. A second word “office” comes from English which means the room where someone do work or place of service to others. So in general, the notion of office can be interpreted as a place or space used for work activities. Unlike the general office (conventional), coworking space can be interpreted as a place for people who work independently, either as freelancers, entrepreneurs, or start-ups who jointly rent a place as a place of daily work activities. Coworking space is designed not only to work, but also to encourage collaboration between co-workers (as workers who use coworking facilities), increase creativity and ideas, expand business networks, socialize, and generate new business opportunities for small companies, start up, and freelancers.

The first coworking space was established in the city of Vienna, Austria, which was named Schraubenfabrik, founded by Stefan Leitner-Sidl and Michael Pöll in 2002. The initial idea of the establishment of Schraubenfabrik was to make the center of entrepreneurship for start up activists. Not only digital start ups, but also for various types of companies, including freelancers. Although Schraubenfabrik became the first coworking space, the initial idea of coworking has actually existed since 1995 in Germany. C-Base is a non-profit organization that is intentionally created for the purpose of increasing the Germans’ ability to use computers. The idea of the C-Base Station was later developed into a working space by Bernard “Brian” DeKoven, into a space that used technology optimally. The idea that was sparked by Bernard was then known as coworking space. At that time, Bernard explained the difference between coworking space and offices in general, namely the dominant use of technology (IT) (Foertsch, 2011).

In Indonesia, the concept of coworking space was introduced by a group of young people in Bandung in 2010, which was pioneered by Yohan Totting who founded Hackerspace in Bandung. A year after Hackerspace Bandung was established, spaces with similar concepts emerged in Surabaya, Yogyakarta, Medan and several other cities, but unfortunately, not all were successful. The only coworking space in Indonesia that has managed to survive long is “Hubud” (Hub in Ubud) in Ubud-Bali. Hubud was founded by three expatriates, namely Peter Wall, John Alderson and Steve Munroe. Then the Hub became a reference for coworking space activists in Indonesia (Wang, 2015).

The number of coworking spaces that have sprung up in Jakarta as urban cities, in line with technological developments and changes in people’s lifestyles in working and doing business, will certainly have an impact on office interior design models; they will be more complex. Not only that, changes also occur in the nature of space, which at first the office as a place to work is semi-public, then turned into a public space. This paper will discuss how changes that occur in conceptual interior design modeling to be able to design space according to the needs and behavior patterns of urban communities.

The analysis in this paper begins by mapping the coworking space design patterns in the Jakarta area, then analyzing the trends that occur in the mapped coworking space design modeling. Design analysis based on regional mapping in Jakarta is done because the interior design model on each coworking space is not the same. The tendency of these differences is due to the adjustment of coworking locations related to the market (consumers), needs and objectives of the users (users in this case can mean the owner or can also mean the target market). The Jakarta area was chosen because it is an urban city which is a place where coworking space grows and can survive until now. The coworking space studied was grouped according to zoning, including: Central Jakarta (Ke:Kini Cikini, H-Cube, Jakarta Creative Hub); South Jakarta (Kolega, CoWorkInc, Ruang Hampa); West Jakarta (Kedasi Coworking, Kejora); North Jakarta (Concrete).

This study aims to see how the activities and behavior patterns of the Jakarta community are implemented in the physical form of spatial models, and to see how the dynamic processes of cultural change occur in urban communities both for practical purposes and for the benefit of contributing to cultural thinking in Indonesia in general and in interior design education, in particular.

### **Social Room, Public Room and Semi-Public Room**

In architecture, in the book *Public Places-Urban Spaces*, it is said that the categorization of space varies from private space, semi-private and public space. Space as explained by Lefebvre (1991: 26-27) is a social product, not just a neutral space that just wants to be filled, but a dynamic space, formed by people who have control and of course the dominance of power:

“(Social) space is a (social) product ... the space thus produced also serves as a tool of thought and of action; that in addition to being a means of production it is also a means of control, and hence of domination, of power; yet that, as such, it escapes on part from those who would make use of it. The social and political (state) forces which engendered this space now seek, but fail, to master it completely; the very agency that has forced spatial reality towards a sort of uncontrollable autonomy now strives to run it into the ground, then shackle and enslave it.” (Lefebvre, 1991: 26-27)

Whereas according to Roger Scurton (1984: 1-8), every public space has the following meanings: a location that is designed to a minimum, has great access to the surrounding environment, a meeting place for humans / users of public space and where the behavior of the public users follow local norms.

“Space can also be interpreted as subdivisions (subdivided) for social purposes that are framed within boundaries. Contrary to the understanding of natural

boundaries, social space is not space in the physical sense with sociological consequences, but a sociological fact that shapes space” (George Simmel in Fearon, 2004).

The quotation above means that the boundary of the social space in question is the availability of special forms for experience and interaction. Although some experts say that public spaces are generally open and shared spaces, are easily accessible, are of a democratic nature, can accommodate certain activities of the community, both individually and in groups, but claims for property rights can be recognized and contested with false or not visible (territorial) boundaries . Physically, public space can also be open, it can also be closed, depending on the pattern and mass structure of the existing building. Public space can also be a contested place, among others: with different desires, inappropriate needs, mutual claims, are reasons for the ownership rights of public space (Carr, 1994).

In this case, the power of space in private space is different from the power of space in public space. In the private space, power can be marked by who owns the space. Whereas in public space, the power of space can be very fluid, not only possessed by the owner of space, but also can be owned by the user of space or even the surrounding environment. It is different from the semi-public space. Semi-public space is a space between private space and public space, meaning that the power of space is still very dominated by the owner, even though the users are more diverse. That is, all forms of regulation are still controlled and regulated by the owner of the space, even the owner also regulates and selects who the public (read: users) may enter the semi-public space. Related to the study in this paper, namely how relations form and power over office space (in general) and coworking space, the literature on the meaning of the boundaries of social space will show the position of the meaning of space in the office (in general) and coworking space.

### **Conventional and Coworking Offices: Meanings and Concepts in General**

The understanding of an office in general is namely a room or area that is used as a place of administration which also simultaneously shows a position in the organizational structure with specific work activities. In terms of space, the meaning and concept of office in general is based on activities that occur, namely as the place where the collection, recording, processing, storage of records or documents takes place, and the delivery of information needed. Whereas if it is interpreted based on the user’s subject, then the office is a workspace, workroom, headquarters, bureau, position, agency, and information processing place. In other words, the meaning of office is space used for activities working with a specific organizational structure as the subject of the user (Marti, 2006). In this case the office has the nature of semi-public space, because it can only be used by owners and employees who work in the office. Employee recruitment in general through several selection to be accepted as part of the office company. So, not everyone can freely use space in a particular office.

In making an office, a good layout is accorded by good position structure and based on the number of employees. The leader (as the subject who occupies the highest organizational structure) must also have an active role in regulating the condition of the office environment both physically and socially. As regards layout, offices are generally divided into 3 zones based on the activities that occur, namely work areas, meeting areas, and supporting areas. Then the work area is further divided into several areas based on existing organizational structures (Caywood, 2007). The point in interpreting the office in general and conventional, namely the need for a lot of space behind the background by the existence of an organizational structure and the need for storage space both archives, assets to products owned by the office.

Furthermore, various types of office space according to Klein (1982) include closed space planning and open space management. Closed spatial planning include cubicles. This work layout is done if the arrangement of space for work must be divided into several parts. Generally, these parts are separated by certain insulating devices so that the workspace is difficult to monitor from one perspective. On the other hand, the open work layout is the arrangement of workspace that is not divided into several parts or does not use insulation as a separator. All activities are carried out in one large and open room, so that everyone who works is easily monitored from one perspective. In this case, the specific and structural division of space and spatial arrangements can only be done on a company with a formal system that requires specifically divided office space. It is difficult to apply such a layout to companies and jobs that are mobile, such as startups, freelancers, or entrepreneurs.

The acceleration of technology that occurs today changes everything, including work. Human needs for complex working space and data storage have now become very simple. Data storage requirements have evolved into a much simpler, but effective, efficient, and high-tech form, and this does facilitate the needs of workers to be easier and lighter at work. Added to this is the demand to work quickly, simply, and not tied to a particular company. More and more people choose to work according to their desire without being bound by the boundaries of office rules with fixed working time. This dream is a result of the saturation of urban society which is always confined and controlled by work or superiors. Types of work such as consulting, creatives, start up, and freelancer services, are used to working on a mobile basis, and do not require a special office.

However, over the long run, they still need a workplace that can accommodate their needs while also facilitating meeting with clients. The need for a workplace that is not binding and the rapid development of the digital world is balanced by the growth of infrastructure and better connectivity gave birth to alternative types of space that can accommodate the work activities of urban communities, namely coworking space as an informal office. Coworking space is an alternative place for people who work independently, either as freelancers, entrepreneurs, or start ups who jointly rent a place as a place of daily work activities. Coworking space is designed to encourage collaboration, increase creativity and ideas, expand networking, socialize, and generate new business opportunities for small companies, start ups, and freelancers.

In its development, coworking spaces then developed into a space for students to optimally complete assignments and research (thesis/dissertation) at an affordable price. The service and payment system offered by coworking spaces are neither binding nor static; pricing can be done hourly, per day, per month, or even yearly, according to the needs of its customers (commonly referred to as coworker), and also so as not to burden students.

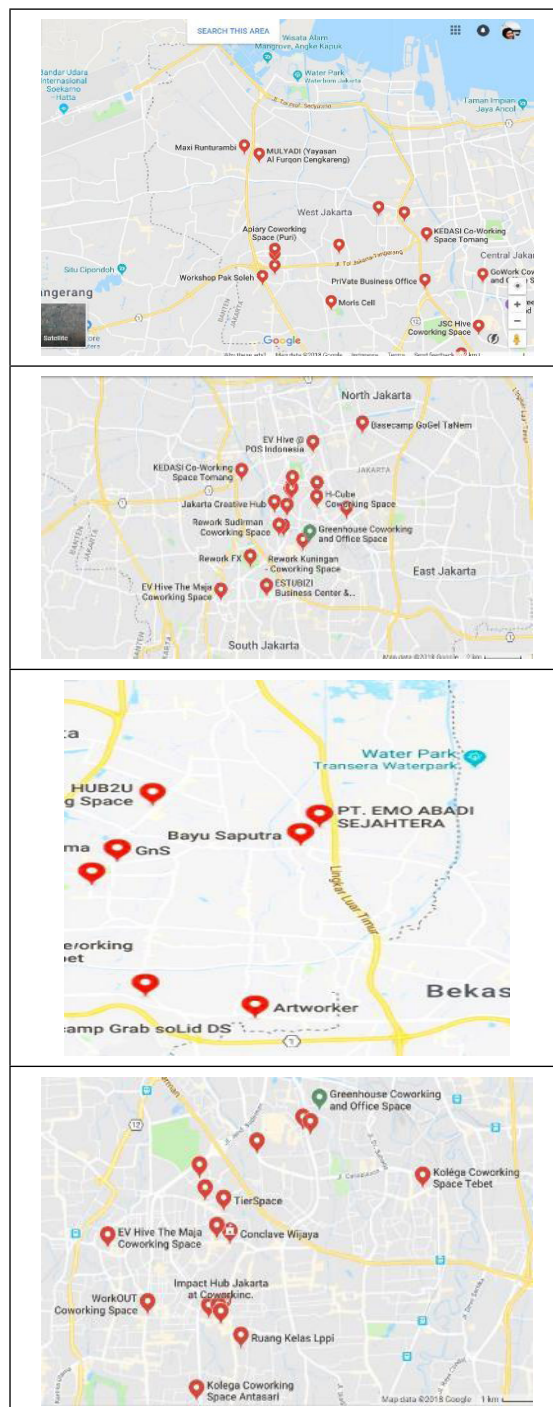
The service system used in coworking space is table rentals. By renting a table in this coworking space, visitors will get a package of drinks and snacks, high-speed Wi-Fi services, luggage storage lockers, and access to the fax machines, printers and scanners that have been provided. Some coworking provide a shower as a facility for workers who work all day; many workers are also bicycle users. However, coworking spaces will also provide a special place for those who just want to relax and spend their free time. So in general it can be said also that coworking space has a function as a provider of places to work, socialize, as well as relax, as well as providers of various supporting facilities to complete work. Therefore, there are 5 categories of coworking spaces: the midsize and big community coworking, small community coworking, and corporate powered coworking.

The development of a coworking space certainly has its own benefits and objectives. These spaces can function as a place that provides a comfortable area of work and collaboration, technology and support services, expanding networking, and an effective and conducive work environment (Wagner, 2017). Coworking spaces offers affordable prices for users (consumers), because it has a desk and chair to work, free wi-fi, kitchen, and conducive rental space. To achieve the benefits of technology and support services, coworking spaces provide high-speed internet, video conferencing, computers, printers, and other supporting technologies to facilitate and optimize the work of start ups. Some coworking spaces provides support for staff ready to help with daily activities, such as picking up the telephone, checking e-mail, and so on. In this case, coworking is also useful for expanding networking (business networks), namely by meeting and getting acquainted with people who are experts in their fields. It opens opportunities to get offers of new projects that have never been handled before. From the benefits and objectives above, the basic concepts (vision-mission) that must be owned by coworking, namely dignity: persistence and consistency in doing work, sharing center, innovation, integral: holistic, independency, synergy, coevolution, transparency: open & sharing culture, appreciative: mutual respect user-creator, based on trust, legal: compliance, be legal (Wagner, 2017).

## **Mapping Coworking Space in Jakarta**

The initial concept promoted by coworking spaces in general is to encourage collaboration, increase creativity and ideas, expand business networks, socialize, and generate new business opportunities for small companies, start ups, and freelancers. In its development now, with the many communities growing in Jakarta, coworking spaces also facilitate the activities of several communities which also have the aim of increasing the creativity of the community to work independently, namely activities in the form of workshops (training).

In the Jakarta area, coworking space began to grow rapidly in the past 4 years. This is due to the need for a comfortable place to work and can facilitate the meeting of increasing freelancers and start-ups in Jakarta, as well as the phenomenon of people being tired of working in a bounded manner. Coworking spaces in Jakarta grew and developed with various facilities and special concepts. Now, in its development, coworking space is a space that initially only accommodates economic activities (work), but then turns into a social space that brings together freelancers and communities to collaborate with each other. Some activities related to social problems are also carried out in coworking space. Following is the spread of coworking space in Jakarta:





After mapping coworking space, we then perform direct observation and interviews with coworking space users and owners to see how the design modeling occurs based on the location / area where the coworking space is located. The grouping of coworking space is adjusted to zoning, which includes: Central Jakarta (Ke:Kini Cikini, H-Cube, Jakarta Digital Valley); South Jakarta (Colleagues, CoWorkInc, Ruang Hampa, BASE Cowork Lounge, Estubizi CoWorking Space, Avenue8); West Jakarta (Kedasi); North Jakarta (Concrete). This is done to see the pattern that occurs in the modeling of coworking spatial design based on regional grouping. In this case, the region influences the pattern of socio-cultural behavior of the community which also influences the design model of coworking.

### Coworking Space Interior Design Modeling by Region

The design model on coworking space is very diverse, the model are influenced by several factors, one of which is influenced by the region on which it is located. Location is enough to determine the concept and target market, which will also influence the design model. For example, RuangHampa, a coworking space in the Tanjung Barat area of South Jakarta, is a location in the enclave of students (university-students), young communities and business people. The location also determines the target as well as the design model.



Photo 1. Class or workshop room (left); Meeting room (right) at **RuangHampa**. Source: Private documentation.

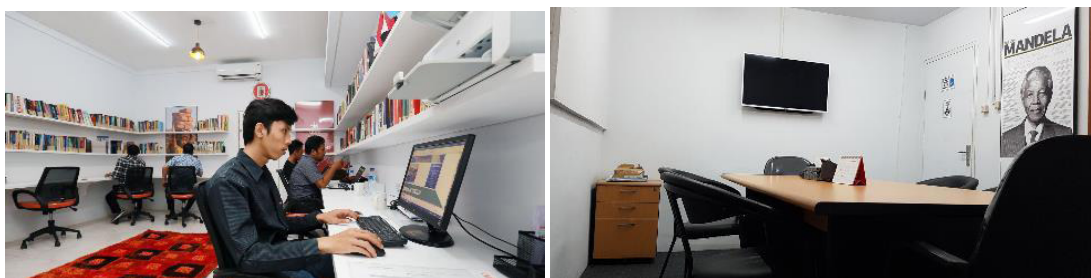


Photo 2. Work/co-work space (left); Meeting room (right) at **RuangHampa**. Source: Private documentation.

RuangHampa has a simple and practical design model, not much space and aesthetic supporting elements of the interior, because the place is made only for young people, both students and college graduates, or those who are new to the business world. Generally the consumers use RuangHampa to work on research projects, theses, and small businesses. Not only that, RuangHampa is also often used for community events.

With students as target consumers, the concept that is carried is the *library*. RuangHampa tries to display books as an aesthetic element of its space, which is displayed on the wall using a wall display or rack. The concept of this library is deliberately made so that the atmosphere is calm and to create a learning atmosphere, in accordance with the target consumers who are directed by RuangHampa. Another case with coworking in Central Jakarta and North Jakarta, with its elite business area, coworking space design model is an attraction for middle class consumers, particularly young businessmen, because space is one of their lifestyles. A few worth mentioning include Jakarta Digital Valley, Rework, GoWork, BASE Cowork Lounge, Greenhouse, Ke: Kini, Concrete, Colleagues, Conclave Wijaya, H-Cube, and so on. These coworking spaces are themed with a variety of facilities that are very selling. Starting from the theme of hi-tech, futuristic, vintage, to go green, and many more interesting themes that can be sold to compete with other coworking spaces.



Photo 3. Workshop and event area, first and second floors. Source: Private documentation.

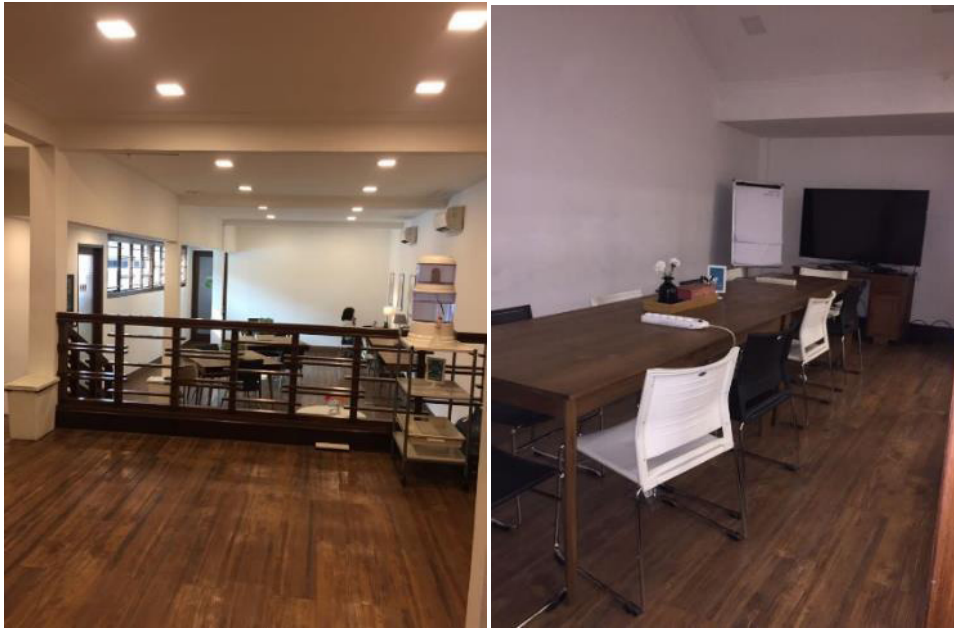


Photo 4. 2nd floor, coworking area that can also serve as a place for workshops (left); classroom/meeting room (right). Source: Private documentation.

Kedasi, a coworking space in the West Jakarta area, tries to offer a concept that is also simple, but with the concept of “feels like home”, because the target consumers are students and students who want to focus on doing their tasks, as well as young startups who want to work with a relaxed atmosphere. In addition, the concept was also chosen to be ‘different’ among other coworking spaces that have interesting, unique, and eye-catching themes. Different from Ke:Kini, which is located in the Menteng area which is strong with the legacy of its colonial buildings, carrying a vintage theme to fit the Art Deco-style building. However, these themes are also motivated by the latest design trends.

When viewed as a whole, the most common theme of the coworking space design model is in Jakarta in general --- especially Central Jakarta, North Jakarta and South Jakarta --- are industrial and rustic models, because indeed these themes are now a current trend. When viewed from the design models and themes that emerge based on location mapping, it can be seen also how scattered urban groups can be grouped by taste in different coworking spaces throughout Jakarta. In this case, the owner of coworking space is already familiar with the target consumers, which is adjusted to the location of the coworking space.

Unlike the theme, coworking space layout design models in general have similarities. Because it is in accordance with the pattern of activity and vision and mission that occurs in coworking space, namely the principle of community, connectivity and collaboration, which of course the owner contributes to realize these three principles. This is represented in the form of interior design models, both layout and concept the design theme. This certainly affects the pattern of layout and circulation of space activities. The design model of layout and circulation of space in interior coworking space generally uses linear (straight) circulation patterns and network

circulation patterns. This pattern is used by coworking space together, because both of them can connect coworkers to each other (the concept of collaboration on coworking).



Photo 5. Working/coworking space in Kedasi. Source: Private documentation.

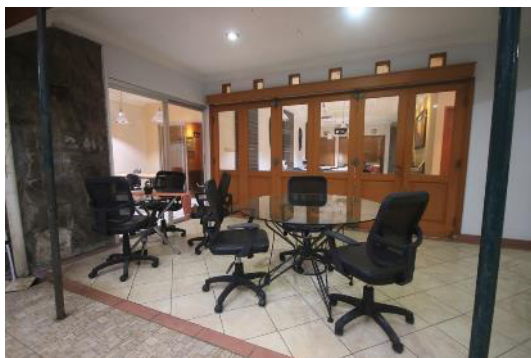


Photo 5. Working/co-working (left); outdoor lounge (right) in Kedasi. Source: Private documentation.

In addition, the limitations of space are also one of the factors in how the two patterns above are used simultaneously. The space owned by coworking space is certainly smaller than office spaces in general. Even when talking about space, the area will be divided again according to the number of individuals or groups working in a coworking space. People will have smaller private area. Therefore, there are several coworking spaces that present private offices, for those who still need privacy. Even then, connection and collaboration will still occur because in coworking space, the manager will still play a role in facilitating between coworkers to keep networking and collaboration in place.

Not only the working area, but also the meeting rooms contained in the coworking space will be shared, so a scheduling system is needed. In the provision of space (space programs), not all coworking spaces have a private office. This is because of the need factor (coworking concept) and coworking space and the limitations of space. Likewise in the provision of shower facilities and lounge area. The facilities of the space or area only functions as supporting factors and do not become the core of the coworking concept - which has the principles of community, connectivity, collaboration. The core space in coworking is the shared work space. Especially for coworking spaces that have cafes that sell their products commercially, it is generally a space that has nothing to do with (or separate) from coworking space. So the nature is a business partnership between coworking space owners and cafe owners, who use each other's business strategies.

### **Conventional Office vs. Coworking Space: Activities and Space-Forming Relationships**

Based on the data obtained above regarding conventional offices and coworking spaces, there is a significant difference in how activities occur so that circulation patterns, layouts, and space requirements are formed on coworking space. Activities that occur in coworking spaces are different from conventional office environments. Coworking is a working style of society, both individually and in groups, which requires a collaborative working environment and independent activities without being tied to a particular institution (company). This causes the work environment in coworking to be different from the work environment in conventional offices in general.

Coworkers (workers who use coworking) usually do not work in the same company or organization. This style of work is often used by freelancers, independent contractors or people who often travel and work in different places (mobile). Coworking space is also a place to meet people who work independently and share experiences, knowledge and information with each other. These people will usually become familiar and respect each other and be able to create new things from what they have talked about.



Photo 6. Private office space (left); entertainment area (right) at H-Cube. Source: Private documentation.

The concept of coworking space is indeed a little different from the general office. Coworking spaces are filled with more than one company, and also by individual workers or small groups who need a temporary place to work without having to pay expensive office rent. They (coworker) work actively (fully) using digital technology as their work tool. Of course, they prefer to use a more flexible work system such as coworking space. In general, work styles that rely solely on digital technology (devices) do not require special space to store files / documents / data physically, enough to only be stored in digital form. Of course this will affect the modeling of the interior design layout.

The emergence of coworking spaces is not only about the need for storage space, which distinguishes the work system between coworking space and conventional offices. The organizational structure that exists in large companies - which use conventional offices - which certainly causes the existence of social relations (leaders and staff) in the company, also causes the formation of separate and insulated spaces to distinguish power relations from the company. Even though today the work patterns are very modern (using digital media), simple and mobile, there are still many large companies that still need this relationship system, including requiring physical document storage space. Because after all, digital systems can be damaged, so some people still consider that physical evidence is still more secure.

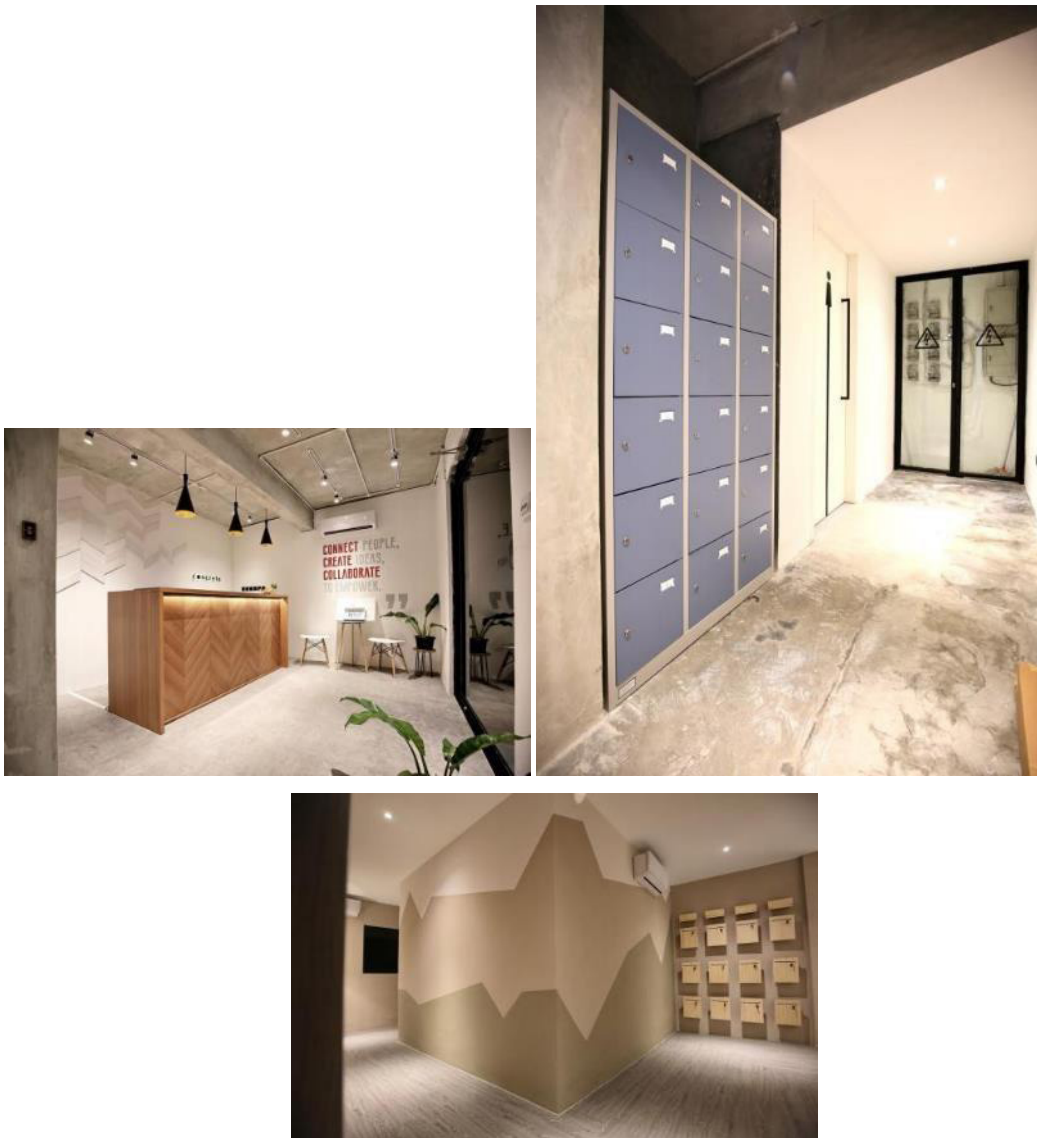


Photo 20. Locker room (left); receptionist/registration (top right); corridor area (bottom right) at Concrete. Source: Private documentation.

Furthermore, the nature and character of space are also different. Office space (physical) has a semi-private nature, because only company employees have the right to use spaces in their offices. The regulation is also determined by the owner of the company. The owner of the company certainly has the power to determine who can fill the office spaces he has. Guests as people outside the company's employees can only be present in the living room or lobby whose nature is more semi-public. The lobby or living room is said to be semi-public because it must be with the permission (power) of someone (employee) first, and only then can guests be allowed to enter the area. Power in space also varies in conventional offices. Each space is controlled by the owner of the room, and overall the office space (building) is controlled by the owner of the company. So it can be said that the office has the nature of semi-public space, because it can

only be used by owners and employees who work in the office. Employee recruitment in general works through several selection to be accepted as part of the office company. So, not everyone can freely use space in a particular office.

This is contrasted to the space provided by a coworking space which is more dynamic in nature and belonging to the nature of public space. This is because coworking visitors are not bound by employee status. Anyone can use or leave coworking at any time, the most important thing is the time according to space's operating hours. With its fluid, dynamic and unbound character, these spaces can be visited by anyone with a very flexible timing. In this case, the power of space is also increasingly liquid, power is only based on the owner of the table with time that is also not fixed (changing). The main authority is not the owner of the company --- which is generally more than two companies in coworking --- but for coworking owners who have rules for the use of space. So that it can also be said that the power relations in space in coworking are more tangible and liquid than the power relations of space in conventional offices that are more static, rigid and structured.

### **Changes in Urban Work Patterns and Lifestyle**

Conventionally people work in offices, namely a room or area that is used as a place of administration activities. Not only that, the office also shows a position in the organizational structure with more specific work activities. However, if it is associated with increased entrepreneurship in urban communities, now workers are starting to look for alternative workspaces other than formal offices that can accommodate those who tend to be mobile while also facilitating meeting clients. People in large cities originate from various regions and cause cities to have heterogeneous societies that certainly have different backgrounds and experiences. This difference will certainly be very good because it can enrich the knowledge and experience of the people with each other.

The coworking concept emphasizes collaboration, networking, and community. It of course can accommodate and facilitate these heterogeneous communities. Coupled with the increasingly mobile work pattern of urban society in work, which is also supported by a digital work system in this modern era - the rapid development of the digital world which is balanced by the growth of infrastructure and increasingly better data connectivity - the demands for working fast, practical, economical and efficient, has formed alternative spaces such as coworking space. Keywords that can also be a reference in making coworking space are flexible, more networks, cheaper, faster, simpler, and opportunity, because that is exactly what coworkers need to fulfill their needs at work. These needs do not necessarily exist or are fulfilled in a conventional office.

Beginning with the needs of the urban community for the aforementioned independent or non-corporate places to work, coworking spaces grow and develop. Now, in line with the rapid development of the times, the need is not only for function, but also for the need for lifestyle. It can be seen from the number of coworking spaces that emerged with various design



models and facilities. Bourdieu (1984) states that tastes are actually used by modern society as a social orientation, in order to determine social status. This affects the choice of lifestyle used, including the choice of workplace chosen, which is deliberately 'pursued' to state the existence of social status. Working is no longer just a matter of livelihood to support one's life, but also the choice of work and workplace is important to show the identity of the existence of one's social status. This phenomenon is used and utilized by coworking entrepreneurs to get consumers, which of course will affect the coworking space style and design model. This can be seen in consumers who use coworking space, not only used by startups, freelancers, or other independent workers, but also used by students both high school students and students. So that the atmosphere formed also adjusts to the needs of its consumers (target market) and the region where coworking space is located.

## Conclusion

Accelerating time in modern urban communities, infrastructure growth and improved data connectivity, as well as the existence of public spaces and communities that are increasingly needed makes creative ideas emerge to create spaces that can accommodate various urban problems. Life cannot be separated from the phenomenon of socializing and collaborating in various fields as a form of knowledge sharing culture. Basically, coworking space is a space to collaborate and exchange ideas to produce something by sharing ways, abilities, and knowledge and making a place to learn new experiences, economically and efficiently.

In this case, interior designers must start thinking creatively about how a small space can accommodate many entrepreneurs from different backgrounds and different fields of work. Of course, in interior design modeling, layout and space circulation are important so that the principles of collaboration, networking, and community can occur. Space organizing system that is flexible and open space and circulation that can connect coworkers to each other is the most basic requirement in interior design planning. Coworking spaces do not only offer space and facilities to work and collaborate, but also provides one important thing for business people -- networking. Coworking space interior design planning is a workspace planning that has a variety of difficulties such as regulating the circulation system and selecting zoning areas that must be adapted to the availability of space and also the user's space needs. In this case, it must also be noted that circulation is adjusted to the privacy and security of visitors.

It is not only design problems that become important points for the phenomena that occur in urban society now, but we can see how changes occur so quickly, namely changes in human behavior both in work and lifestyle patterns are carried out. Changes in social structure also changed, which were initially compartmentalized and composed of superiors, upper middle class. Now, the social structure is more fluid, social boundaries have begun to be disguised even though the old pattern still exists. Anyone can already use spaces that were originally intended only for the upper class or certain social structures. This clearly shows that there is a dynamic process of cultural change, particularly in urban society.

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