

## DAFTAR GAMBAR

Gambar 2.1 Showroom Permanen .....	8
Gambar 2.2 Showroom Sementara .....	8
Gambar 2.3 Showroom Sports Car .....	9
Gambar 2.4 Showroom Sementara .....	9
Gambar 2.5 Showroom Mobil Mazda .....	10
Gambar 2.6 Showroom Truk Scania .....	10
Gambar 2.7 Nicolas Joseph Cugnot (1725-1804) .....	13
Gambar 2.8 Ergonomi Resepsionis .....	22
Gambar 2.9 Ergonomi Resepsionis Bundar .....	22
Gambar 2.10 Ergonomi Lounge 1 .....	23
Gambar 2.11 Ergonomi Lounge 2 .....	23
Gambar 2.12 Ergonomi Ruang Direktur .....	24
Gambar 2.13 Ergonomi Ruang Staff 1 .....	24
Gambar 2.14 Ergonomi Ruang Staff 2 .....	24
Gambar 2.15 Ergonomi Ruang Rapat 1 .....	25
Gambar 2.16 Ergonomi Ruang Rapat 2 .....	25
Gambar 2.17 Ergonomi Area Display .....	26
Gambar 2.18 Ergonomi Area Bengkel .....	27
Gambar 2.19 Mazda 3 .....	28
Gambar 2.20 Mazda 6 .....	28
Gambar 2.21 Sirkulasi Terpusat .....	29
Gambar 2.22 Sirkulasi Setempat .....	29
Gambar 2.23 Sirkulasi Cincin .....	30
Gambar 2.24 Sirkulasi Linear Bercabang .....	30
Gambar 2.25 Logo Mazda .....	31
Gambar 2.26 Logo Mazda Pertama .....	32
Gambar 2.27 Logo Mazda Kedua .....	32
Gambar 2.28 Logo Mazda Ketiga .....	33
Gambar 2.29 Logo Mazda Keempat .....	33
Gambar 2.30 Logo Mazda Kelima .....	34
Gambar 2.31 Logo Mazda Keenam .....	34

Gambar 2.32 Logo Mazda Ketujuh .....	35
Gambar 2.33 Logo Mazda Saat Ini .....	35
Gambar 2.34 Mazda Go 1931 .....	37
Gambar 2.35 Mazda R360 Coupe .....	37
Gambar 2.36 Mazda 1108 .....	38
Gambar 2.37 Mazda RX-7 .....	38
Gambar 2.38 Mazda Familia .....	39
Gambar 2.39 Mazda MX-5 .....	39
Gambar 2.40 Mazda 787B .....	40
Gambar 2.41 Mazda 6 .....	40
Gambar 2.42 Mazda CX-5 .....	41
Gambar 2.43 Mazda 3 .....	41
Gambar 2.44 Deskripsi Mazda Puri .....	43
Gambar 2.45 Mazda Puri .....	44
Gambar 2.46 Hasil Survey Showroom Mazda Puri via Internet .....	45
Gambar 2.47 Mazda Pondok Indah .....	46
Gambar 2.48 Hasil Survey Showroom Mazda Pondok Indah via Internet .....	47
Gambar 3.1 Mazda Puri .....	50
Gambar 3.2 Peta Jakarta Barat .....	54
Gambar 3.3 Peta Lokasi Showroom .....	55
Gambar 3.4 Faktor Cahaya .....	56
Gambar 3.5 Showroom Mazda Puri .....	57
Gambar 3.6 Aktivitas Pengunjung Showroom .....	60
Gambar 3.7 Aktivitas Pengunjung Bengkel .....	60
Gambar 3.8 Aktivitas Karyawan Showroom... .....	61
Gambar 3.9 Diagram Bubble .....	67
Gambar 3.10 Diagram Matriks .....	67
Gambar 3.11 Zoning Alternatif 1 .....	69
Gambar 3.12 Grouping Alternatif 1 .....	70
Gambar 3.13 Zoning Alternatif 2 .....	71
Gambar 3.14 Grouping Alternatif 2 .....	72
Gambar 3.15 Zoning Alternatif 3 .....	73

Gambar 3.16 Grouping Alternatif 3 .....	74
Gambar 3.17 Pra Layout .....	75
Gambar 3.18 Produk Mazda .....	77
Gambar 3.19 Macam Garis .....	81
Gambar 3.20 Tinjauan Karakteristik Warna .....	81
Gambar 3.21 Downlight dan Tube Light .....	92
Gambar 3.22 Spotlight dan LED Strip .....	93
Gambar 3.23 AC Central dan Exhaust .....	94
Gambar 4.1 Analisis Citra .....	101
Gambar 4.2 Produk Mazda .....	102
Gambar 4.3 Citra Ruang .....	104
Gambar 4.4 Teknik Pengecatan Bermotif Marmer.....	108
Gambar 4.5 Konsep Akustik Ruang .....	116
Gambar 4.6 Zoning .....	119
Gambar 4.7 Grouping .....	120
Gambar 4.8 Layout .....	121

