

ABSTRACT

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PEREMAJAAN RUMAH DENGAN MEMPERHATIKAN PERSEPSI VISUAL DI PERUMAHAN GRAHA RAYA

Practitioners carry out internship activities in one of the subsidiaries of PT. Pembangunan Jaya Tbk. namely PT. Jaya Real Property with placement in the promotion division of the Graha Raya unit. The scope of work carried out by the practitioner includes making 3d modeling houses, helping to design the facade of the house, rendering working drawings such as floor plans for the purpose of visualizing the marketing of architectural products. During professional work activities, the practitioner is involved in the rejuvenation project of several cluster houses that are ready for habitation but need to be renovated to make them look attractive. In addition to renovating the house, corner plots that have not been successfully sold are also resold by releasing the latest design houses to be placed on the corner plots. In the design process, it is necessary to pay attention to visual perception, the character of the house and the aesthetic response produced by the individual to the space so that potential buyers are interested in buying a house.

Keywords : *Rejuvenation, visual, and aesthetic response.*