

The Office Design Using Gen Z Behaviour Approach, Rasuna Said Kuningan Jakarta

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Abstract

The demographic development of the workforce in Indonesia shows a significant increase in the number of employees from generation Z (Gen Z), namely individuals born between 1997 and 2012. This encourages companies to make adjustments to the culture and design of spaces that adapt to the characteristics and preferences of Gen Z who tend to value flexibility, collaborative, and goal-oriented. This study aims to explore how to approach Gen Z-friendly office design. The Research method is Qualitative Phenomenology, Using deeper observation, to examines Gen Z elements such as the location of open workspaces, health-supporting aspects, the use of smart technology, and flexible work systems. The results of the study show that offices with a Gen Z approach not only increase the productivity and retention of young employees, but also create a work environment that is more adaptive to existing changes. This study provides new innovations for companies in designing workplaces that are relevant to Gen Z and competitive in the modern work era.

INTRODUCTION

The demographic development of the Indonesian workforce shows a significant increase in the number of Generation Z (Gen Z) employees, namely individuals born between 1997 and 2012. This growth is driving companies to adapt their work culture and office space design to align with the characteristics and preferences of this generation. Gen Z is known to value flexibility, collaboration, comfort, and a work environment with clear goals and values. Therefore, a deep understanding of their behavior is crucial in designing effective workspaces.

This study aims to explore how a Gen Z-friendly office design approach can be realized through research-based strategies. The design process involved collecting qualitative and quantitative data, such as questionnaires and interviews, to understand Gen Z's behavioral patterns, needs, and expectations in the workplace. These findings then serve as the basis for formulating relevant space design elements. Gen Z is generation that grew up entirely in the era of the internet, social media, and digital technology, Gen Z has a distinct response to the office. They tend not to view the office as a place they must visit every day and adhere to rigid work

hours. Flexibility—whether through hybrid work systems or working from anywhere (WFH)—is one aspect they highly value. For Gen Z, work-life balance is a non-negotiable priority.

Furthermore, Gen Z tends to choose companies whose values and goals align with their beliefs, including a commitment to social impact, environmental sustainability, and an inclusive work culture. They are also more critical in assessing the quality of their work environment and are willing to change jobs if they feel unappreciated, stagnant, or in an unhealthy atmosphere. In the context of space design, physical and psychological comfort are important aspects they prioritize. Understanding these behavioral patterns, office design that is responsive to Gen Z's needs can be realized through the integration of flexible spaces, collaborative areas, elements that support mental well-being, and an environment that reflects the company's values and identity. This approach is expected to increase employee satisfaction, productivity, and retention of this generation.

The site location for this office project is located on Jl. H. R. Rasuna Said, RT.6/RW.4, Kuningan Tim., Setiabudi District, South Jakarta City, Special Capital Region of Jakarta 12950. If viewed from the history of the Setiabudi area, the site is right in front of the main highway (Jl. H. R. Rasuna Said) and MRT Kuningan so that adequate access ranging from public transportation to private vehicles is also a suitable characteristic for this project. Easy access (from Jl. H. R. Rasuna Said) is also the main reason. In addition, the area around the site which is a residential area, industry, trade, and offices is the main reason this site was chosen. Setiabudi is one of the fairly densely populated districts in South Jakarta, although its density is not as high as the districts in Central Jakarta or West Jakarta. With an area of around 8.67 km², the population continues to grow due to urbanization and economic growth.

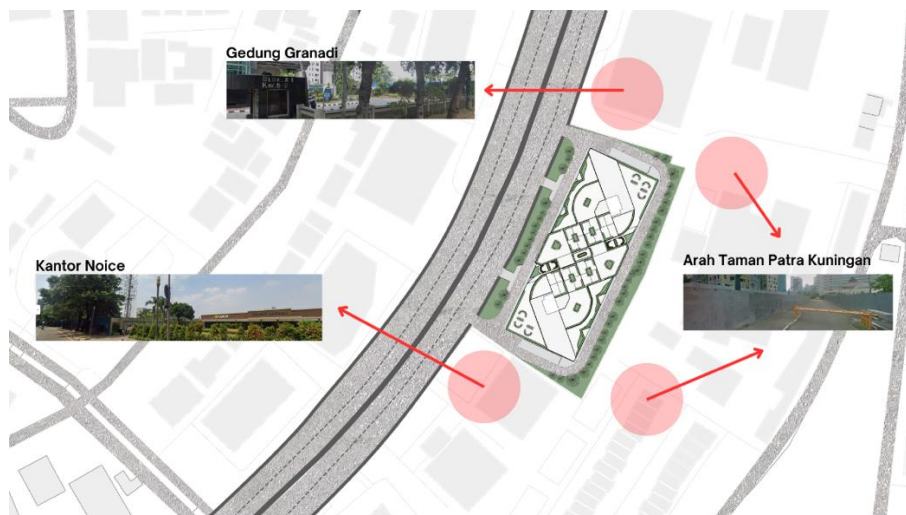


Fig. 1. Site Data and Design

(Source : Digitalization by Author : Rafif Baihaqi. Open data : 10.5281/zenodo.17846662)

This design aims to design an office building that can respond and create a design that supports the gen z aspect, this design creates a building that is preventive towards the gen z aspect above. This design creates a building based on the gen z approach analysis above. Accommodating the gen z aspect as a response to the gen z approach by providing office spaces, equipped with a number of facilities and services for the gen z approach. This design is useful for responding to the gen z work style and what factors can support gen z activities. so that the

space can be adjusted to various changes in space needs without requiring major renovations that produce construction waste. The room becomes easily adaptable to changes in space needs and ensures that the building remains relevant and functional in the long term, in line with the sustainability principles of SDG 11.6.

LITERATURE REVIEW

The results of the study also show that the strategy for internalizing green behavior in Generation Z can be formulated through The House Model with the Green Behavior Action Calendar Kit (Green-Back) which can be the key to internalizing green behavior in Generation Z through the concept of 66 days habit and habit loop with nudging framework. (Hasna Nadiyah Banafsaj Sudaryono) Every generation Z society in implementing climate action, so that they consider the use of green technology products and involve themselves in behavior towards green technology. (Erian Fatria) a significant positive relationship between connectedness to nature, environmental concern, and sustainable consumption behavior among Gen Z. (Kemas Mohd. Saddam Abd. Somad) The implications of this study are aimed at Generation Z based on birth years 1997-2012 to pay more attention to the environment and nature around them and be more interested in environmental issues so that they have a connection with nature. When Generation Z has advantages or good traits, namely characteristic strengths, they will also have a good connection with nature. (Sakinah Nur Rokhmah) Young Generation Z is known to have a strong inclination towards environmental and social issues. All these factors are antecedents of the decision that young Portuguese Generation Z are slightly sensitive to the higher cost of green products. (João M. Lopes) 83% of Gen Z are interested in nature tourism, especially nature tourism. Then, 48% of Gen Z prefer nature tourism on the beach. However, interest in nature tourism in mountainous areas is also no less high with a percentage of 46%. (Risky Kusuma Hartono) It is said that Generation Z has a very important role in progress and can improve the agricultural sector. The importance of the contribution of the younger generation to the agricultural sector is to support the green concept aspect. (Muhammad Rangga Satria) attitudes and motivations that can shape Gen Z's orientation towards increasing the green response on Earth. Gen Z's involvement shapes their participation in environmental conservation efforts. Gen Z is more interested in participating in tree planting practices (Raghu Raman) aims to develop effective interventions to encourage active participation of Generation Z in the energy transition, and to foster pro-environmental behaviors. The findings highlight the importance of fostering environmental awareness and concern, ensuring that the energy transition is understood and embraced from multiple perspectives to build a sustainable future. featuring individuals who have effectively embraced energy transition initiatives. This strategy can help bridge the trust gap and motivate active participation in environmental efforts. Interestingly, Generation Z appears to demonstrate a high sense of independence and critical thinking when confronted with new information they actively engage in pro-environmental behaviors, potentially strengthening their commitment to sustainable practices. (Divine Ifransca Wijaya) A conducive work environment will improve the performance of Gen Z employees. Providing a work environment that suits the desires of Gen Z employees. Optimizing the use of technology in business processes is one way to improve the performance of Gen Z employees. (Hendratmoko)

METHODS

This study investigates Generation Z (Gen Z) workplace preferences by employing a case study approach, on-site observation, and qualitative methods. The research focuses on four key elements: (1) the location and design of open workspaces, (2) health-supporting features (physical and mental well-being), (3) integration of smart technology that facilitates collaboration and efficiency, and (4) flexible work systems that accommodate Gen Z's need for mobility and work-life balance.

Methodology use :

1. An open-ended questionnaire was distributed to collect data in a systematic, numerical, and measurable manner. The instrument was designed to capture perceptions, preferences, and satisfaction levels of Gen Z regarding the above-mentioned office design elements.
2. Qualitative methods were used as a complement, including in-depth interviews and focus group discussions (FGD) with Gen Z participants. This qualitative data aimed to gain richer insights into the urgency of building-design approaches aligned with Gen Z's needs and expectations, quantifying their feedback where possible.

An open-ended questionnaire was carefully crafted and systematically disseminated to participants, ensuring that the data collection process was both structured and flexible enough to capture rich, nuanced insights. The instrument was designed with a dual purpose: first, to gather quantitative metrics (e.g., Likert-scale ratings, ranking of features, frequency of usage) that could be analyzed numerically and measured against predefined performance indicators; and second, to elicit qualitative, narrative responses through open-ended prompts that allowed respondents to articulate their thoughts, preferences, and satisfaction levels in their own words.

The results reveal that offices adopting a Gen Z-centric approach—featuring ergonomically designed open workspaces, health-focused amenities (meditation zones, natural lighting, fitness areas), smart-technology integration (IoT, real-time collaboration apps), and flexible work policies (remote work options, adaptable hours)—not only boost productivity and young employee retention, but also create a more adaptive work environment capable of responding to ongoing changes in business dynamics.

In other words, embedding these elements helps organizations meet the specific expectations of Gen Z, thereby strengthening employee engagement, loyalty, and overall team performance. The study also underscores the value of a combined numeric and narrative data approach to ensure that office design is not merely aesthetic but truly relevant and beneficial for the generation now dominating the workforce.

RESULTS AND DISCUSSION

The result of the Questionare, from the gen z aspect problems , modern technology (72.3%) solar windows were made to respond to modern technology, work-life balance (71.4%) breakout rooms were made to make workers more balanced, Time flexibility (71.4%) creativity space was made so that work becomes more flexible, collaborative workspace (71.4%), creativity space was made for collaboration between workers, privacy (66.7%) personal space

was made for gen z When you need a place to be alone, a healthy environment (68.4%) terracing and adaptive design were made to respond to incoming sunlight and wind.

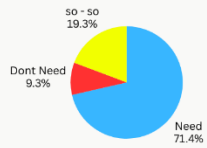
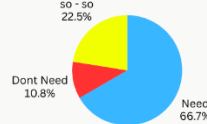
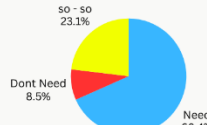
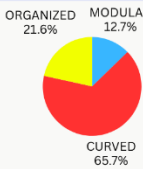
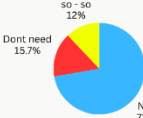
APPLICATION OF DESIGN ELEMENTS	PRESENTATION (%)	PERCENTAGE DIAGRAM
Creativity Space	<p>need : 71.4 % don't need : 9.3 % so-so : 19.3 %</p>	
Personal Space	<p>need : 66.7 % don't need : 10.8 % so-so : 22.9 %</p>	
Outdoor Area	<p>need : 68.4 % don't need : 8.5 % so-so : 23.1 %</p>	
Building Massing	<p>curved : 65,7 % modular : 12,7 % organized : 21,6 %</p>	
Healthy Environment	<p>need : 72.3 % don't need : 15.7 % so-so : 12 %</p>	

Fig. 2. Source : Digitalization of the Author: Rafif Baihaqi . Open data : 10.5281/zenodo.17846662

Findings from the research revealed a strikingly high level of interest among Generation Z participants, with approximately 85 percent indicating a strong preference for incorporating outdoor spaces into their work environment. This figure was derived from a combination of quantitative survey responses (scaled questions) and qualitative feedback gathered through open-ended prompts and follow-up interviews, allowing the study to both quantify the level of interest and understand the underlying motivations.

The primary rationale is to directly support the Gen Z demographic, whose values and expectations differ markedly from previous generations. Specifically:

1. Health and Well-Being Benefits:
 - a. Access to Green Views and Natural Light: Exposure to vegetation, sky, and fresh air has been linked to reduced stress, lower cortisol levels, and improved mood factors that are especially important for Gen Z, who report higher levels of anxiety and burnout
 - b. Opportunities for Micro-Breaks: Outdoor terraces provide spaces for brief physical movement, stretching, or simply a change of scenery, which helps counteract the sedentary effects of long desk hours.

2. Boosting Engagement and Productivity

- a. Enhanced Creativity: Research shows that natural environments stimulate divergent thinking and problem-solving, aligning with Gen Z's desire for innovative and dynamic work settings.
- b. Social Interaction Hubs: Well-designed outdoor zones foster informal collaboration and networking, encouraging spontaneous idea exchange while also offering a sense of community.

3. Alignment with Sustainability Values. Gen Z is known for its strong environmental consciousness. Incorporating green roofs, native plantings, and eco-friendly materials signals corporate responsibility and resonates with their desire to work for organizations that prioritize sustainability.

4. Flexibility and Choice. Providing both indoor and outdoor work options caters to the flexible work preferences of Gen Z, who value autonomy over where and how they perform tasks. The availability of an outdoor terrace offers an alternative workspace for those who thrive in a more relaxed, nature-infused setting.

GEN Z DATA	PRESENTATION (%)	EXPLANATION	ANALYSIS
modern technology	need : 72.3 % don't need : 15.7 % so-so : 12 %	berdasarkan penelitian penulis, gen z memiliki lebih dari 4 device per orang, yang dimana gen z menyukai teknologi yang terbaru	Because Gen Z requires a lot of electricity from the devices they use, solar windows are used to convert incoming light into electrical energy.
work-life balance	need : 71.4 % don't need : 9.3 % so-so : 19.3 %	Based on the author's research, Gen Z likes work-life balance in the work environment.	To respond to Gen Z's habits of prioritizing work-life balance, breakout rooms have been created to make work more balanced.
time flexibility	need : 71.4 % don't need : 9.3 % so-so : 19.3 %	Based on the author's research, Gen Z prefers a work environment that prioritizes flexibility in time and work space.	to respond to the habits of gen z who prioritize flexibility, creativity space can make work more flexible
collaborative workspace	need : 71.4 % don't need : 9.3 % so-so : 19.3 %	Based on the author's research, Gen Z wants to have a collaborative workspace that can be used for more flexible purposes.	To respond to the habits of Gen Z who like collaborative workspaces, creativity spaces can make work more flexible.
Privacy	need : 66.7 % don't need : 10.8 % so-so : 22.9 %	based on the author's research, Gen Z sometimes feels the need for privacy when they are overwhelmed	To respond to the habits of Gen Z who sometimes like to feel overwhelmed, a personal space was created for Gen Z when they feel tired and need space to be alone.
Healthy environment	need : 68.4 % don't need : 8.5 % so-so : 23.1 %	Based on the author's research, Gen Z likes a healthy environment for their mental and physical health.	To respond to the direction of the incoming sun, outdoor terraces were created to receive more sunlight and as a supporting facility for Gen Z, where sunlight intake has an effect on Gen Z's health.

Fig. 3. Research result

(Source : Digitalization of the Author: Rafif Baihaqi. Open data :10.5281/zenodo.17846662)

From the research results, it was found that based on the author's research results, Generation Z has a strong preference for technology, work comfort, and environmental health. On average, Gen Z has more than four devices per person and shows a high interest in the latest technology. They also highly value work-life balance in the work environment and want flexibility

in time and place in carrying out their work. In addition, Gen Z likes a workspace that supports collaboration and is flexible in its use. Although open to collaboration, they also need private space as a place to calm down when feeling overwhelmed. Finally, Gen Z tends to choose a healthy work environment, both physically and mentally, as an important factor in their productivity and well-being. Gen Z tends to use a lot of electronic devices, a high energy supply is needed. For this reason, solar windows are used that can convert sunlight into electrical energy as a sustainable solution. To support their lifestyle that prioritizes work-life balance, breakout rooms are provided as a break room so that work feels more balanced. In addition, Gen Z also wants flexibility and collaborative space, so the creativity space is designed to support work that is freer, more flexible, and supports teamwork. Considering that Gen Z also often feels overwhelmed, personal space is provided as a place to calm down and be alone when needed. to the direction of sunlight, outdoor terraces are made which function to maximize the intake of natural light as well as being a supporting space for outdoor activities that are beneficial for Gen Z's physical and mental health.

The Result of the Gen Z behaviour need to be transform in the following space :

1. Creativity Space & Breakout Room

from the research results obtained a percentage of 85 percent of gen z's interest in breakout rooms and creativity spaces, where both of these aspects can be used by gen z to relieve stress while working. to support a flexible work system, these two aspects can also be used as a comfortable gen z workplace

2. Personal Space

Personal Space is an important element in modern building design for gen z, personal space can create comfort and provide privacy for gen z. In a building with dense activity, it is important to maintain the mental health and privacy of gen z, therefore a personal space is created for gen z if they feel overwhelmed or need their own space. From the results of the study, it was found that 85 percent of Gen Z's interest in personal space was obtained, where this aspect can be used by Gen Z as a means to be alone when overwhelmed or need their own space when working.

3. Breakout Room

Breakout room and creativity space are important elements in modern building design for gen z, this space can be used as a relaxation area, informal discussion, or a place to relieve stress. With the presence of a breakout room, it can support the productivity, creativity, and mental health of gen z.

4. Outdoor Area

The outdoor area in this building uses a bench garden and outdoor garden terraces that function as an important complement to the gen z-friendly building design. This area has direct access to natural light, fresh air, and a connection with nature that supports the balance of user health and the use of natural energy. The outdoor area can also support the flexibility of gen z to work, socialize, or simply release stress to enjoy the green area.

5. Adaptive Design

Adaptive design in this building is a design approach that allows buildings to respond to the environment and technology. With a design that carries a crossing ventilation and void system that creates a stack effect, the use of this aspect on floors 1, 2 and 3 can reduce the use of air conditioning needs on those floors. The use of electricity for air conditioning on these floors can be diverted to gen z devices where gen z requires a fairly large electricity supply. with the adaptive design to the wind, a building is made that can break the wind, the wind coming from the east and west creates a crossing system supported by voids in the middle area which adds to the stack effect system, with this adaptive design, the use of air conditioning can be minimized where the electricity supply can be diverted to gen z because gen z requires a lot of electricity consumption for their devices.

6. Solar Window

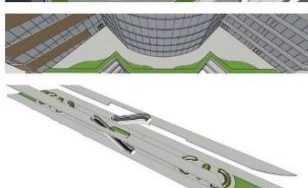
Solar Window in this building is a design approach that allows the building to respond to sunlight. With the solar window, the heating point of sunlight in the north and west areas of the building can be utilized properly. Optimal sunlight for 5-6 hours at 10 am- 2 pm can be captured by the solar window. Then the power obtained is stored in the panel room area which will be distributed to each floor of the building. With the solar window, the electricity needs in the building are not burdened by PLN and Genset alone, but can be assisted by solar windows for gen z devices where gen z requires a lot of electricity supply.

With the presence of solar windows, sunlight entering the west and north areas can be used and not wasted, sunlight entering from the west and north is directly captured by the solar window and then its power is stored in the main panel room and then distributed to the sub panel room. with the presence of solar windows, the electricity supply from PLN & generators is not burdened, the electricity supply is additional from solar windows where gen z requires a lot of electricity consumption for their devices.

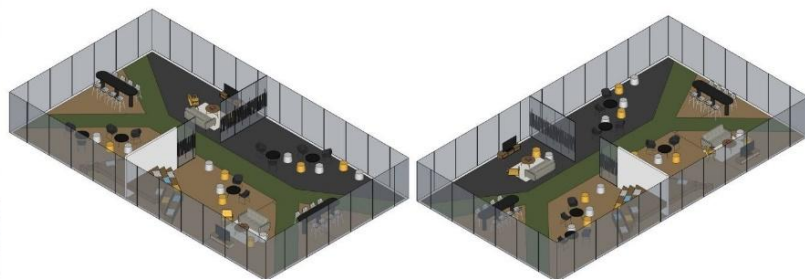
TERASERING OUTDOOR AREA



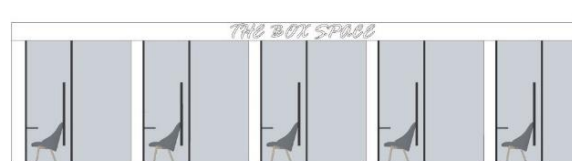
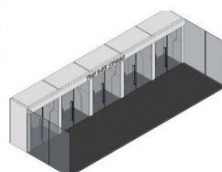
OUTDOOR AREA



CREATIVITY SPACE & BREAKOUT ROOM



PERSONAL SPACE



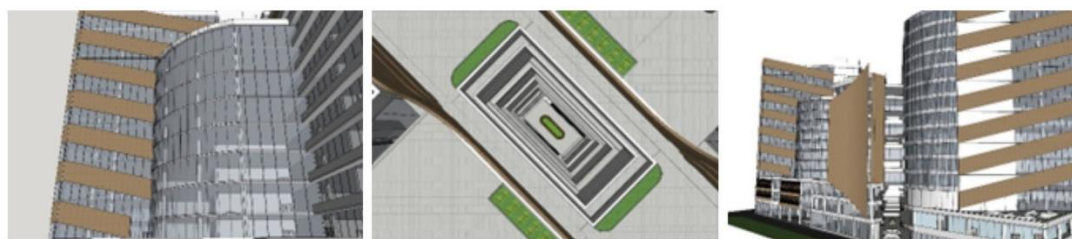


Fig. 4. Terasering Outdoor Area & Outdoor Area
(Source: Design by Author: Rafif Baihaqi. Open data : 10.5281/zenodo.17846662)

CONCLUSION

The Gen Z behaviour approach as a base in the office design, is need to has spaces required modern building designs that are friendly to generation Z must include important elements such as breakout rooms, personal space, outdoor areas, adaptive design, and solar windows. Breakout rooms and creative spaces support the productivity, creativity, and mental health of generation Z through relaxation and informal discussion spaces. Personal space provides comfort and privacy that are essential for maintaining mental balance in a busy environment. Outdoor areas with direct access to natural light and fresh air support the connection with nature and flexibility of generation Z activities. Adaptive design allows buildings to respond to the environment efficiently through cross-ventilation and void systems to reduce the use of air conditioning and divert energy to generation Z electronic devices. Meanwhile, the use of solar windows allows the use of sunlight as an additional energy source, reducing dependence on conventional electricity sources and supporting the high energy needs of generation Z. Overall, this design shows a synergy between comfort, energy efficiency, and environmental sustainability that suits the lifestyle and needs of generation Z.

ACKNOWLEDGEMENT

The author expresses gratitude to Gen Z members who have shared their experiences regarding their workplace preferences. The insights and perspectives of Gen Z are invaluable in helping understand how this generation interacts with space, seeks comfort, builds creativity, and finds meaning in a dynamic work environment. A Gen Z behavioral approach as a basis for office design requires spaces for collaboration, privacy, comfort, and innovative technology. Modern building designs that are friendly to Gen Z include essential elements that meet Gen Z's desires

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