WYNDHAM GARDEN RESORT SUITE ROOM CONCEPT ACCORDING TO MILLENNIAL'S LIFESTYLE

Jethro Alva[1] Anastasia Cinthya Gani[1*] Fabianus Hiapianto K.[2]

[1]Interior Design Program, Faculty of Art and Design, Universitas Tarumanagara, Jakarta, Indonesia
[2]Interior Design Program, Faculty of Art and Design, Institut Kesenian Jakarta, Jakarta, Indonesia
[*]Corresponding author. Email: anastasiag@fsrd.untar.ac.id

ABSTRACT

Along with the times that constantly developing for improvement, hotels must be able to adapt to the needs of the community in terms of attractive and innovative interior design in influencing the selection of hotel accommodations. Wyndham Garden Resort Kuta, Bali with the dominance of tourists who fall into the category of the millennial generation entered in the 4th rank in visiting Bali. They are in the age range of 20 to 40 years old. In this research, we will study the needs and characteristics of millennials based on the theory of Rose Mary Kilmer. The results of this study as a guide in designing the interior of the Wyndham Garden suite rooms that tell the culture of Kuta Bali for visitors to enjoy, learn and appreciate the culture of Kuta, Bali, the concept of a suite room that is in accordance with the millennial lifestyle and early seeds in developing Kuta culture to be more widespread.

Keywords: Design, Millennials, Suites

1. PREFACE

In the beginning the hotel has appeared in the seventeen centuries to create a shelter for immigrants. (Lundberg, 1974). Now the function of the hotel has changed drastically with times. Hotels are visited not only for shelter but for resting, doing entertainment activities with friends, family and individuals with various activities but will continue to grow along with times. This encourages designers to design hotel interiors with innovations. As simple as understanding the user needs theory which is based on Rose Mary Kilmer's explanation, namely physiological, contextual, structural, sociological, psychological and economics [1]. This increase exposure will affect the decision in to select the suite to enjoy their leisure time. Wyndham Garden Resort Hotel located in Kuta, Bali will be a case study to understand the most efficient suite room design concept in inviting tourists to stay at the Wyndham Garden Resort Hotel Wyndham Garden Resort Hotel located on Jl. Kuta Beach No.99 X, Legian, Kuta, Badung Regency, Bali 80361. The place itself is locate in strategic location such as Ngurah Rai International Airport (DPS), Giant Supermarket Central Park Kuta Bali, Beachwalk, and with many options to shop. The nature around Wyndham Garden is the centre of the resort's attention of the room. Namely the famous Kuta beach abroad, coupled with a very strong culture seen by the architectural design of the city and temples that resemble the natural surroundings.

According to data, the Wyndham Garden Hotel is dominantly visited by millennial generation tourists. Bali is recorded as being ranked 4th in the category of millennial visitors worldwide. According to data from the National Development Planning Agency (Bappenas), in 2020, the millennial generation or Millennials generation will be in the age range of 20 years to 40 years. They have characteristics that prioritize comfort and convenience, high consumption, enthusiasm, interest and performance which are strongly influenced by environmental conditions, and tend to have high tastes and preferences. [2] [3]. The culture itself fuels their admiration, freedom and creativity. It is recorded that 86% of millennials take recreation to experience getting to know the local culture [4]. Because art and culture are part of them. They are category of people who are tech-savvy and it's an important part of their lives. The data

above gives an indication of the importance of technological and cultural developments in designing the interior of the suite. The data given above show us the key element in order create a suite design concept that's are based from their need to order to attract their attentions. According to data aged 18-34 years collected through a poll, 80% of millennials book hotels online and 73% conduct surveys on social media content from hotels. The hotel concept offered will be a greater consideration because it has crossed the needs needed in a resort hotel [5] especially in designing suite rooms, rooms with the highest and most expensive class must meet the standard requirements based on Ministerial Decree No. PM.10/ PW 301/Phb.77 suite room area, minimum 48 m^2 as many as 4 rooms with design elements from Indonesian culture [6]. This research will produce guidelines in designing suite rooms in accordance with providing a positive experience in the world of the Millennial generation.

Related Work
In order to understand the framework of the design concept, there is two existing research that has a similarity with the following researched.
A research called "Karakteristik Interior Apartemen Berkonsep Soho bagi *Tenaga Kerja Kreatif Generasi Milenial"*.
This research contributes preference data of millennials in order to work at home comfort. The preference data is based on colour, the best spot for decoration, privacy, interior that requires nature, ornaments, function, and spaces. This research is essential to understand the preferences needed to design a comfortable interior for millennials [7].
A research called "Penerapan *Tema* "Oasis in Urbanism" *pada Perancangan Interior Hotel Resort Novotel Palembang*"
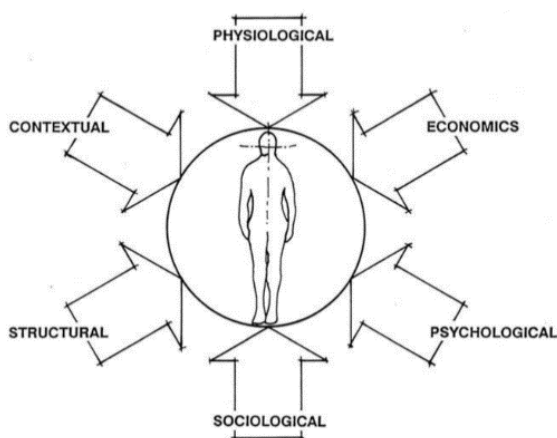This research contributes to the framework process of designing Novotel hotel according to the local culture. The process design consisted of the layout concept, design concept, ornaments concept, material concept, and lighting concept [8].

2.RESEARCH METHODS
The process of studying the concept of designing a suite room according to the needs of millennials uses the Wyndham Garden Resort hotel as a case study. The design process in adjusting the lifestyle of the millennial generation uses the design method supported by literature studies that have good validation.

Figure 1
User requirements diagram according to Rose Mary Kilmer used in the suite project

Source: *Kilmer, 2014, p. 206*

The design theory used is the theory of Rose Mary Kilmer based on the user requirements which explains this process is divided into 6 parts and starts with physiological desires. Physiologically deliberate areas must assist the primary physical functions of humans.

Suite rooms should be designed to provide comfort in terms of physical sensations including noise, light, temperature, humidity and ventilation. The Sociological Aspect describes the comfortable distance of interaction. Structural aspects explain interior materials in user safety related to economic aspects related to material durability and suitability to the contextualization of suite room designs. The results of the discussion will produce a suite room interior design according to the characteristics of millennials. To create a design guide that can provide the feeling of comfort. The collection of this research uses related literature studies in designing the concept of a suite room.

3. FINDINGS AND DISCUSSIONS

Physiological

A successful Suite Room considers user comfort. When entering, the room temperature that is not suitable will affect the body to be uncomfortably. The current suites are equipped with windows for natural ventilation. The problem arises when According to Prasasto Sutwiko, Indonesia is a tropical country with good valleys, but in terms of climate, Indonesia is thermally uncomfortable even with 60-90% humidity, but the problem lies in the strength of the wind [9]. So artificial ventilation is needed in regulating ventilation according to user needs. The visual comfort of activities is affected by the entry of light into the room. According to the Indonesian National Standard, the room must meet 150 lux with the help of natural light coming from the window. This will distribute the light deliberately enough for customer to feel comfortable doing their indoor activities. But there's a problem with the natural sunlight, it can't control the intensity of light it produces, the solution is to use to distribute light so it is not too hot and vertical blind to filter the income light of the sun according to the customer needs. Vertical blind doesn't only serve as light filter but it allows wind to flow. It prevents problem from the accumulation of wind when use in a curtain.
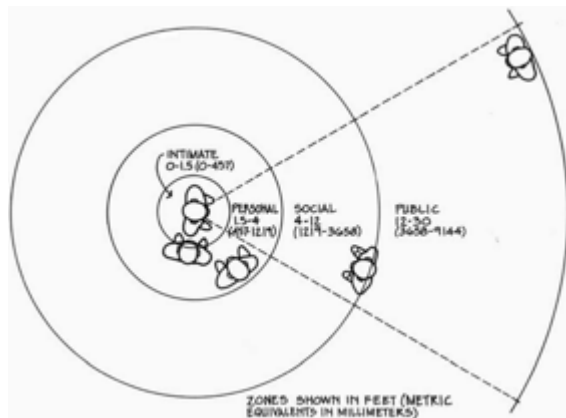
Acoustic to must be well considered. Knowing the in the certain level of sound my affect stress level. So, the mix between the use of hard materials as reflectors and soft materials as absorbents. Rockwool on the ceiling and between the walls is used to provide privacy so it doesn't leak into other rooms. During an activity in a suite room. People must have enough space to walk though different rooms. A space that is not blocked by objects. It allows to one user to pass with a minimum distance of 60 cm [10]. The physiological aspect is an important designing a concept. As the human comfort is the main goal to create a well design suite room.

Sociological & Psychological

The distance of the activity circulation is influenced by the bubble imaginary zone that exists in each individual and the size of the bubble depends on the activities carried out by the individual or can be called personal space. Written in the hidden dimension book by Edward Hall in proxemic theory, this zone is divided into 4, namely: the intimate, personal, social, and public [11].

Figure 2
Diagram of Edward Hall's Proxemic theory used in the suite room project

Source: *Kilmer, 2014, p. 208*

The millennial generation tends to be more comfortable with a spacious and functional interior when doing interactions and activities. Emotions can also be affected by spaces of unusual proportions or spaces that are unfamiliar to other people. Spacious spaces with very high ceilings can be intimidating or make some people feel intimidating. The proportion of suite space greatly affects the level of user comfort with an ideal height of at least 2.5 meters [12]. Creating a spacious interior can not only be achieved with a large space but can be created from visual play. Colour selection is one way of designing a spacious interior environment that can even create a varied atmosphere according to its use.

In the context of millennials, one of the most popular colours is neutral and natural colours such as brown, beige and etc. This colour was chosen because it is positively dubbed a safe colour, giving the impression of being clean and comfortable in the context of millennials in general [13]. The warm neutral colour exists from the base material of rattan, wood and etc. One such have a look at confirmed that a distinction in wooden ratio at the partitions of an indoors area caused unique physiological responses said by Tsunetsugu, Miyazaki & Sato. The researchers discovered that a room with a mild ratio of wooden 45% coverage with a greater subjective "comfortable" feeling, exhibited widespread decreases in diastolic blood strain and widespread will increase in pulse rate, while a have in mind that hobby became discovered in massive ratios 90% coverage, which might be both extraordinarily restorative in a spa or doctor`s office, or counterproductive if in an area in which excessive cognitive capability is expected [14]. This show how powerful colour can be and has been proved scientifically to create the comfortable feeling in our mind.

In a chain of 4 experiments inspecting the impact of the presence of the colour inexperienced at the mental functioning of participants, the effects concluded that publicity to the colour inexperienced earlier than accomplishing a task "allows creativity performance, however has no have an impact on on analytical performance". Humans also are coping a position to differentiate greater versions with inside the colour inexperienced than of another colour. However, which variation(s) of the colour inexperienced maximum have an impact on creativity or different mind-frame responses isn't nicely

The Visual Connection with Nature sample has developed from studies on visible desire and responses to perspectives to nature displaying decreased stress, extra high-quality emotional functioning, and advanced attention and healing rates. Stress healing from visible connections with nature has reportedly been found out thru reduced blood strain and coronary heart rate; decreased attentional fatigue, sadness, anger, and aggression; advanced intellectual engagement / attentiveness, attitude, and ordinary happiness. Design concerns for organising a sturdy visible reference to nature:

● Prioritize actual nature over simulated nature; and simulated nature over no nature

- Prioritize biodiversity over the acreage, area, or quantity
- Prioritize or permit exercising possibilities which can be in proximity to inexperienced space
- Design to aid a visible connection that may be experienced for at the least 5-20 mins consistent with day
- Design spatial layouts and fixtures to uphold preferred view traces and keep away from impeding visible get admission to while in a seated position
- Visual connections to even small times of nature may be restorative, and mainly applicable for transient interventions, or areas in which actual estate (floor/floor area, wall space) is limited.
- The advantages of viewing actual nature can be attenuated with the aid of using a virtual medium, which can be of finest price to areas, because of the character of its function cannot without problems include actual nature or perspectives to the outdoors [14].

Structural

Technically standard fire safety procedures need to use anti-fire coatings to slow the entry of fire into the room. Fire-resistant materials such as rockwool inside partition walls inhibit the flow of fire and have sound-absorbing features this is really important when time comes of emergency the interior has been prepare to hold the fire for further spread. Placement of smoke detectors and sprinklers that move automatically when there is a fire. Anti-slip flooring materials are use in the building floors to maximize safety and prevent users from accidents [3] [15]. Safety is a priority as it's provided a great danger to one's life if not taken seriously. Well thought structural design would minimize the thread happen to user.

Contextual Needs

On January 1 2017, Wyndham Hotel Group which owns the Wyndham Destination Division took over the management of the Kuta Playa hotel. The hotel is included in the category of a four-star beach resort. Wyndham Garden is located right in front of Kuta beach, Bali. It is a historical and cultural place with a variety of dances, crafts and temples that follow the natural surroundings because of the concept of their culture that loves nature. The richness of this cultural is a destination that many curious millennials want and their form of appreciation of the culture for them to learn. In the context of a suite room is the best and most expensive hotel room. Suites usually have a living room for socializing activities [16].

Economic Needs

In realizing the interior concept into reality, it requires funds for its manufacture, of course adjusting the context of the interior design class. In determining interior materials, the price is called expensive or cheap, not only when purchased from a material distributor, but the price can be said to be cheap when the level of durability of the product is resistant, the installation process and has a good impact such as being environmentally friendly and fire resistant [3].

Suite Room Concept

The descriptions that have been discussed of 6 user needs based on the millennial generation produce a suite room design concept with the theme Cultural Adventure telling the diversity of Kuta cultural arts into the interior atmosphere of the Wyndham Garden Hotel so that it becomes a place to learn and appreciate Kuta culture. Technically it has been considered well with the use

of windows that cover the bedroom and living room which provide fresh air and natural lighting but can be closed if not needed. Natural ventilation and light are certainly not enough, so they are supported by AC mounted ducting for ventilation and downlights that have met the minimum of SNI standard is 100 lux.\

Figure 3
Floor plan of the suite

Source: *Jethro Alva, 2021*

Figure 4
Design of a suite in the Living room section

Source: *Jethro Alva, 2021*

The concept is designed simply to highlight the view of the beauty of the Kuta beach. Applying temple ornaments resulting from the development of the design process and making wall panels as attached in figure 4. The ceiling has reached the hotel's minimum standard of 2.5-meters, but the use of neutral colours with a bright pastel natural colour scheme makes the space visually wider and is part of Kuta culture. Inspired by the nature around Kuta beach plus pastel green as an accent to enrich the composition of the room.

Figure 5
Design of a suite in the Bedroom section

Source: *Jethro Alva, 2021*

The design concept of the Suite Bedroom is inspired by the ceiling of a traditional Balinese traditional house and modernized as shown in the figure 5. The colour scheme is in harmony with the living room and is naturally textured with the use of materials such as alang alang and exudes a warm and cultured atmosphere.

Figure 6
Material board of the suite room

Source: *Sketchup texture club*

The nature materials give a comfortable effect and the application of pattern of nature that can be seen from the texture of the rattan covered with a minimalist shape multiply to six pieces arranged in a symmetric proportion which creates the feeling of harmony.

Figure 7
Design of a suite in the Bathroom section

Source: *Jethro Alva, 2021*

Bathroom with natural materials, clean and bright with a warm colour scheme. Complete with inlay marble floors and bathtub with large windows overlooking the beach view. Windows can be made electrically opaque if privacy is desired from the user

4. CONCLUSIONS

Starting from hotel problems that need to be updated, especially the case of the Wyndham Garden Kuta Hotel in following the development of hotel trends. This research produces findings from data processing on the needs of millennials who are the most visitors. The result has produced a suite design concept with the theme Cultural Adventure, which tells the culture of Kuta Bali for visitors to enjoy, learn and appreciate the culture of Kuta, Bali though the design. A comfortable place that has been proven by sciences with the application of natural material, pattern that mimics the pattern of nature with various consideration that has been discussed above. This research can be a guide in designing the suite room concept which is the main consideration in choosing a hotel for the millennial generation and is the beginning of the seed in developing Kuta culture to be more widespread.

REFERENCES
[1] Kilmer, R. M., & Kilmer, W. (2014), Designing Interiors 2nd Edition, Wiley, pp. 206.
[2] Başulaş, Z, (2019) What Can Hotels Do to Attract More Millennials?, DOI: https http://home2nite.com/what-can-hotels-do-to-attract-more-millennials/
[3] Gilboa, S. Y. (2010) , Four Generation of Mall Visitor in Israel: A Study of Mall Activities, Visiting Patterns, and Products Purchased. Journal of Retailing and Customer Services.
[4] Mathews, B. (2007) , Capitalizing on Millennial Hotel Guest Behaviors and Travel Trends, DOI: https://www.hospitalitynet.org/opinion/4096160.html
[5] Hertzfeld, E. (2015) , Millennials choosing hotels based on social media, technology, DOI: https://www.hotelmanagement.net/tech/millennials-are-choosing-hotels-based-social-media-tech
[6] Menparpostel, & Perhubungan, M. (1987), No.KM 34/HK 103/MPPT-87., 1987.4_16,.
[7] Susanti, A, Mahadipta, N G D, Ariasandika, I M S (2018) Karakteristik Interior Apartemen Berkonsep Soho bagi *Tenaga Kerja Kreatif Generasi Milenial*.
[8]Tannuwijaya, R, Marizar, E S, Mutiara, M W, (2018) Penerapan Tema "Oasis in Urbanism" pada Perancangan Interior Hotel Resort Novotel Palembang.
[9] Prasasto, S., Fisika Bangunan. Andi Yogyakarta, 2008, pp. 88.
[10] Panero, J., & Zelnik, M. (1979) , Human Dimension & Interior Space: A Source Book of Design Reference Standards. Watson-Guptil.
[11] Hall, E. T. (1990) , The Hidden Dimension, Anchor.
[12] Studio, A. (2000) , Cara Menentukan Tinggi Plafon Ideal, DOI: https://www.arsitur.com/2017/09/bagaimana-cara-menentukan-tinggi-plafon.html
[13] Susanti, A., Mahadipta, N. G., & Ariasandika, I. M, (2020) Karakteristik Interior Apartemen Berkonsep Soho Bagi Tenaga Kerja Kreatif Generasi Milenial.
[14] Terrapin, (2014) 14 Patterns of Biophilic Design; Improving Health & Well-Being in the Built Environment, DOI: https://www.terrapinbrightgreen.com/reports/14-patterns/#natural-analogues
[15] INTERNATIONAL CODE COUNCIL, INC.(2020) , International Building Cod,.
[16] Chiara, D., & Callender, (1973) Time Saver Standard for Building Types, pp. pp. 871-888.