

## APPLICATION OF KOREAN TRADITIONAL ORNAMENTS ON THE INTERIOR OF THE SOUTH KOREAN TOURISM INFORMATION CENTER IN JAKARTA

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### ABSTRACT

*Tourism can improve the economy and has an important meaning for a country. One country that views the importance of tourism for the survival of its country is South Korea. Therefore, the South Korea tourism information center is very helpful because it can provide educational information about South Korea and its tourism. Since the establishment of the South Korean tourism information center in Indonesia in 2011, there has been a lack of image of South Korean Traditional Culture. So that the purpose of applying the giwa and cheoma shape motifs to the interior of the South Korea Tourism Information Center is intended to update the interior and provide characteristics or characteristics of traditional culture in the interior. At the South Korea Tourism Information Center using descriptive qualitative research methods by collecting observation data, documentation, questionnaires, and literature. The results obtained are the cheoma and giwa forms which are the hallmarks of hanok architecture and distinguish them from traditional houses in Asia such as China and Japan.*

**Keywords:** information center, tourism, South Korea, Giwa, Cheoma

### 1. PREFACE

According to [1] Information is defined as activities that are communicated. While the tourism information center is a place that accommodates all information and tourism. "Tourism is a sector that has important meaning for a country, tourism also provides benefits in all fields including the economic, political, social and cultural fields" [2] Tourism is also a very important sector in terms of the nation's economy [3] Tourism is one of the service and service activities that can improve the economy of a country [4] One country that views the importance of tourism for the survival of its country is South Korea. With this in mind, the South Korean tourism information center has a head office in Indonesia located in DKI Jakarta. There is a lack of image of South Korean culture, therefore the South Korea Tourism Information Center needs to be designed by providing a cultural touch for visitors so that visitors can experience the culture of South Korea. The characteristics of its culture can be used as an inspiration reference for interior design at the South Korea Tourism Information Center. East Asian architecture has a long history and its own aesthetic and cultural values. The difference between the traditional architecture of West Asia and East Asia is in the roof design, Korean traditional roof designs have a unique and different style from Asian countries, namely Japan and China [5]. At the height of the Hanok walls, the walls are delimited to ensure that the hanok roof is visible to pedestrians who might visit to appreciate traditional Korean architecture, and also suggests that the walls are visually uniform and continuous with the neighboring hanok walls [6]. Hanok, characterized by its very heavy and large roof with slightly raised ends [7], The hanok roof serves to protect the house to keep it cool in summer and winter by adjusting the slope of the roof. .roof cheoma is a very effective solution, the cheoma being one of the most elegant aspects of traditional Korean architecture [8]. The roof structure in the hanok is located between the column and the roof,

representing the entire roof structure and building and is one of the characteristics of Hanok [9]. the most visually striking feature of hanok is the Giwa [10] Gioblig is the roof of a traditional South Korean house (Hanok) made of tiles, hanok with tile roofs is the house of the upper classes such as the nobility or the yangban during the Joseon [11]. So that the purpose of applying the giwa and cheoma shape motifs to the interior of the South Korea Tourism Information Center is intended to update the interior and provide characteristics or characteristics of traditional culture in the interior. Implementation of culture at the South Korean tourism information center using the giwa roof form of a traditional South Korean house (Hanok) which is applied to the ceiling motif in the lobby, hallyu gallery, and traditional gallery space. roof giwa and cheoma lobby motifs, hallyu galleries and in traditional galleries is because the shape of the roof is the hallmark of hanok. From this application, visitors will get an overview of the characteristics of its culture in the lobby, hallyu gallery and traditional gallery that provide knowledge about historical places that can be visited as South Korean tourist destinations.

## **2. RESEARCH METHOD**

The design method used at the South Korea Tourism Information Center is the rosemary kilmers design method. According to Kilmer, there are eight stages of the design method, namely: Commit (Accept Problem), State (Define the problem), Collect , Analyze , Ideate (Idea), Choose , Implement (Implement), evaluate (evaluate)

### ***Method of Collecting Data***

In this using the following collections:

1. Observation, by recording the results of information from non-participant observations;
2. literature, namely by looking for references;
3. Documentation, namely by collecting documentation to complement the data;
4. Questionnaire, that is by giving question

### ***Data Processing Method***

At this stage, the data obtained, compiled and selected are interconnected. Then the selected data were analyzed and used as a design reference.

### ***Data Analysis Method***

Using descriptive qualitative analysis method. Qualitative descriptive analysis method by describing, analyzing, and summarizing the data that has been collected by observing the problems being studied and occurring in the field [12]. At this stage the author will analyze and then apply the results to the design.

## **3. RESULTS AND DISCUSSION**

The application of the concept at the South Korean Tourism Information Center, namely "Hanok and Modern Culture Korea", this concept displays an image of its culture and does not forget to provide an image of the country, namely the national flower of South Korea (mugunghwa). The limitations of this application include the lobby and lounge, hallyu galleries and traditional galleries.

**A. Lobby and Lounge**

The Lobby and Lounge area is a place to receive guests and a place before entering the next area at the tourism information center, while lounge a place to rest and can be a place to wait. column is given a touch of the shape of cheoma and is carried out through the initial sketch stages.

**B. Hallyu Gallery**

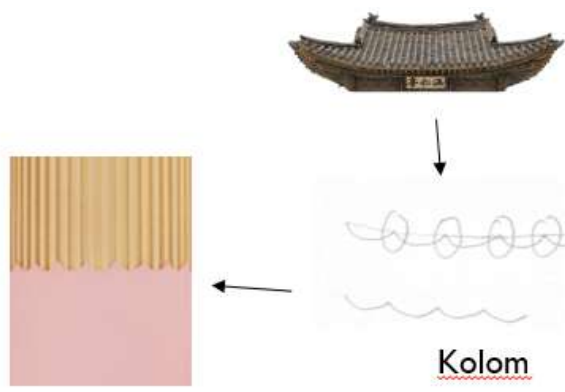
The hallyu gallery is used to display merchandise, cd albums, photographs, posters and an area for taking pictures. The application of giwa and cheoma motifs is applied to fixtures and wall panels.

**C. Traditional Gallery**

Traditional galleries are used to display displays ranging from traditional South Korean musical instruments, celadon, hanbok, and historical places that are included in the Unesco list. The ceiling and table display motifs in traditional galleries are taken from the shape of the giwa and the curved shape of the cheoma by going through the process of sketching ideas from start to finish.

**Figure 1**

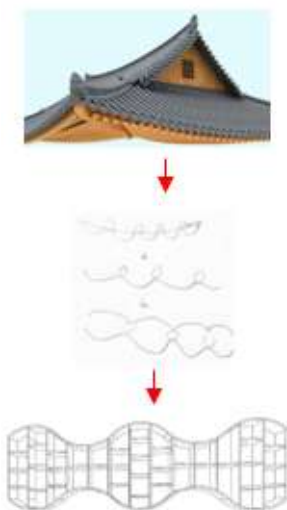
*Column Motive Idea Sketch Process*



**Source:** Valens Justiani, 2021

**Figure 2**

*Furniture Fix Idea Sketch Process*



**Source:** Valens Justiani, 2021

**Figure 3**

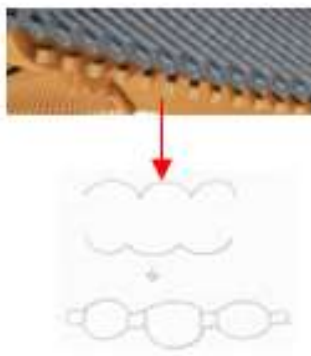
*Sketching Process of Wall Panel Ideas*



**Source:** Valens Justiani, 2021

**Figure 4**

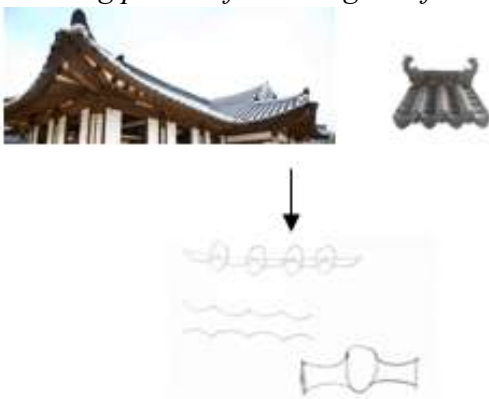
*Process of Sketching Wall Panel Ideas*



**Source:** Valens Justiani, 2021

**Figure 5**

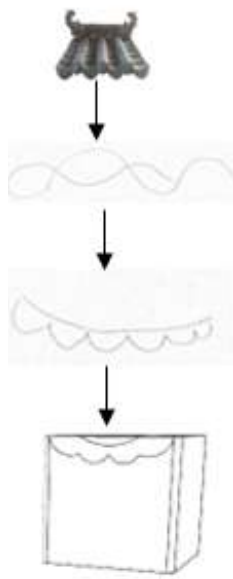
*Sketching process for ceiling motifs*



**Source:** Valens Justiani, 2021

**Figure 6**

*Sketching Process of Display Table Motif Ideas*



**Source:** *Valens Justiani, 2021*

### ***Implementation Results***

**Figure 7**

*Implementation Results*



**Source:** *Valens Justiani, 2021*

**Figure 8**

*Implementation Results*



**Source:** *Valens Justiani, 2021*

**Figure 9**

*Implementation Results*



**Source:** *Valens Justiani, 2021*

**Figure 10**

*Implementation Results*



**Source:** *Valens Justiani, 2021*

**Figure 11**

*Implementation Results*



**Source:** *Valens Justiani, 2021*

**Figure 12**

*Implementation Results*





**Source:** *Valens Justiani, 2021*

**Figure 13**

*Implementation Results*



5.

**Source:** *Valens Justiani, 2021*

**Figure 14**

*Implementation Results*



**Source:** *Valens Justiani, 2021*

#### 4. CONCLUSION

Based on the problem from the South Korean Tourism Information Center, which is that there is a lack of image from South Korean culture and aims to update the interior by adding images from South Korean culture, the author provides a solution by giving the shape of one of the cultures, namely the cheoma form and the giwa shape that characterizes it. characteristic of hanok architecture and distinguishes it from traditional houses in Asia such as China and Japan. The theme adopted from the design is "Hanok and modern Korean culture" which is a combination of traditional and modern culture by combining modern shapes and colors that are used to support the concept of modern culture. In writing this journal, the author had difficulty in

finding supporting discussions from other journals that discussed giwa and cheoma in hanok and most journals in foreign languages, so it was also quite difficult to understand the written words.

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