

JAVANESE CULTURE APPLICATION IN THE INTERIOR OF TERASKITA HOTEL LOBBY IN JAKARTA

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ABSTRACT

The atmosphere of the hotel interior is one of the consumer cues to make the hotel an option. Many hotels have different elements from Indonesian architecture, decoration and culture that are the concepts of hotel interiors. This can be a particular attraction among locals for foreign tourists, as well as for businessmen who need hotel equipment to support their business. Hotel Teraskita is a business hotel located in East Jakarta. One of Teraskita's hotel management philosophies is to introduce the local culture of where the hotel is located. Javanese culture is a reflection of various elements such as traditional Javanese art and architecture. The design method uses Kilmer's design step method. Design results include the application of traditional Javanese elements inside the modern encapsulated hotel lobby with modern materials and the application of forms inspired by the richness of Javanese culture.

Keywords: Hotel Lobby, Interior Design, Javanese Culture

1. PREFACE

DKI Jakarta is the center of all business activities. The hotel is one of the mainstays of these commercial activities. Hospitality is a vehicle in the business and tourism sector that requires hoteliers to adapt to the functional and aesthetic needs of the hotel. The atmosphere of the hotel interior is one of the consumer cues to make the hotel an option. Many hotels have different elements from Indonesian architecture, decoration and culture that are the concepts of hotel interiors. This can be a particular attraction among locals for foreign tourists, as well as for businessmen who need hotel equipment to support their business. According to Lawson [1], The hotel is the accommodation of tourists with some service facilities such as room service, food service and other accommodation services with the condition of compensation or payment. According to the general Indonesian dictionary, Dr. J.D. Badudu [2], a hotel is a motel that provides food for people traveling (guesthouse) or staying overnight. Teraskita Hotel is a hotel located in East Jakarta. According to Decree of the Minister of Transport of the Republic of Indonesia [3] Hotel Teraskita is a business hotel under the auspices of Dafam. Business Hotel, is a hotel aimed at serving customers with business interests. On the Teraskita Hotel Official Website [4], Dafam's philosophy is: "It is each of our hoteliers' responsibility to introduce and promote the local culture and treasures of each place to guests while providing them with more value through our services. our quality."

According to Walter [5], among the many public areas of the hotel, the lobby makes the single greatest impact on the guest and on visitors to the hotel. According to Partokusomo [6], Culture is the spiritual fruit of human beings and the result of human struggle against the two powerful influences of time and nature. This is evidence of the victory of human life in overcoming various obstacles and difficulties to achieve salvation and happiness. The Java region includes the central and eastern parts of Java Island. This area is often referred to as Kejawan and includes Banyumasan, Kedu, Yogyakarta, Surakarta, Madiun, Malang and Kediri, according to Koentjaraningrat [7].. The center of Javanese culture is the region of Yogyakarta and Surakarta.

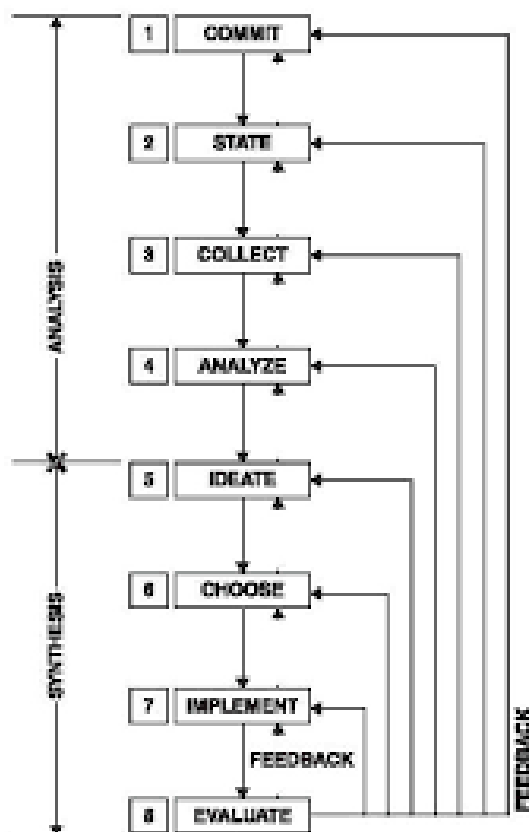
Based on the concept of culture, Javanese culture is the embodiment or embodiment of the Javanese human soul, the will, ideals, ideas, and will to achieve the prosperity, security, and well-being of physical and spiritual life. Including the spirit. The domestic use of the original or modern regional culture by Azka [8] is an embodiment of the regional cultural adaptation that must be preserved so that the Javanese cultural values contained therein can be passed on from generation to generation. later to enrich the national culture. The choice of material is very important in the hotel lobby according to Rena [9] as it can shape the desired atmosphere of the room. Using materials that are both traditional and has some sense of luxury can definitely bring a sense of comfort and a positive impression to customers. According to Prahastuti [10] the concept of luxury inside a business hotel can be applied using artwork and chandeliers on the ceiling. Traditional Javanese elements are reflected in the shape of the roof of a traditional house. Some shape of the roof are *panggang pe*, *kampong*, *limasan*, *tajug*, *joglo*. Apart from architecture, traditional Javanese elements are also reflected in classical Javanese art: wayang, gamelan, and batik. Culture not only visually shows the beauty and greatness of our ancestors, but also the values and symbols that the message wants to convey to the community in the form of orientation and important necessities. Hotel Teraskita uses the names of five *Pandava* (Yudhishtira, Bima, Arjuna, Nakula, Sadewa) implemented under the names of several conference rooms in realizing the local culture. .. Hotel Teraskita also uses the name "Canting Restaurant" for its restaurants. This can be a manifestation of preserving Javanese cultural values in enriching national culture.

2. RESEARCH METHOD

The method used refers to the Kilmer [11] design method in interior design which is applied in designing the interior of the hotel lobby.

Figure 1

Design Stages (Kilmer & Kilmer, 2014)



The first stage is the 'Commit' stage where the designer is committed to accepting the problem and prioritizing what will be done. The second stage is the 'State' where the designer determines the problems to be solved in the physical, social, psychological, and economic aspects. The third stage is 'Collect' where the designer collects data and researches background and related information on the project. The fourth stage is 'Analyze' where the designer analysis the data that has been collected by narrowing the problem by making conceptual sketches, matrices, pattern searches, and categorization. The fifth stage is 'Ideate' where the designer generates ideas and produces as many ideas or alternatives as possible to achieve the project objectives. The sixth step is "selection", where the designer chooses the option that best suits his or her design. The seventh phase is "implementation," where designers apply the ideas they choose in the form of final drawings, plans, renderings, and other forms of presentation. The final stage is "evaluation" where the designer evaluates the finished work.

3. FINDINGS AND DISCUSSION

Figure 2

Reception Lobby Perspective View



The application of Javanese culture in the design of the Teraskita Hotel emphasizes elements of artifacts such as batik, Javanese architectural elements, and also the use of typical Javanese colors such as brown, gold, and green. (Figure 2) The implementation of this is not only packaged in a traditional way, but packaged in a modern way which makes the added value of the design in accordance with the image of the Teraskita Hotel and also in accordance with the tastes of contemporary society.

The application of Javanese cultural elements is applied to interior elements such as ceilings, walls, and floors. On the wall using the game wall panel. Likewise, it is applied to the form of interior supporting elements inspired by the diversity of Javanese culture. The application of Javanese culture is also applied to the color of the sofa furniture as well as the shape and detail of the pendant lights in the reception area.

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Figure 3

Reception Lobby Mood Board



In a special room in the reception lobby, the sub-concept of welcoming, balanced, and dynamic room is raised which welcomes guests warmly and comfortably by applying dynamic and balanced interior elements in terms of form. (Figure 3) The application uses modern materials and creates a dynamic impression in the placement, such as the use of overlapping panels. The application of the Javanese concept to the hanging lamp shape which is inspired by the form of Javanese architectural elements, namely *limasan*.

Figure 4

Furniture Layout



Apply an open layout with not too many fixtures. (Figure 4) This area is divided into 4 areas which are the entrance area, 2 waiting areas and the reception area. The entry area is simple with just a central table and rattan panels on the wall. The rattan panels are completely handcrafted from floor to ceiling for a welcoming impression.

Figure 5

Reception Lobby Color Scheme



The concept of material applied to the interior floor needs to be related and consider what is required of the room. (Figure 5) In the lobby area using Travertine material which gives a luxurious impression as the first impression of Teraskita hotel visitors. The colors and materials

are the same as those of Javanese culture. The colors used are warm colors such as brown, gray and beige, with green accents and are often used by Javanese people for costumes, interiors and batik. The materials used are wood grain HPL and SPC floors. By using this material, while being strongly influenced by Javanese culture, it does not use solid wood directly and only looks like wood, creating a sustainable atmosphere.

Figure 6

Bamboo Panel at Reception Lobby



The bamboo panel overlaps the hidden lamp and reception area wall behind the panel. Bamboo is the same material as Java's architectural culture, so bamboo material is used. (Figure 6). In some villages on Java, roof structures are still made of natural materials such as bamboo and wood. Bamboo that is woven tightly is called *Usuku*. The use of plaque is modern and can attract the attention of visitors, but it is still related to Javanese culture.

This bamboo panel also gives a traditional yet modern impression. The modern impression is obtained from the way the panels are arranged which are stacked with hidden lamps in each layer. This massive panel makes this area the center of focus for visitors.

Figure 7

Reception Counter



At the reception desk using plywood material with a woodgrain patterned HPL. (Figure 7) The reception desk is made long with a lower middle. On the front panel, *lambersering* bamboo panels are used in the same color as the backdrop panel in the reception area. The bamboo panels are made like a lattice and use hidden lamps around the front panel to create a warm atmosphere.

Figure 8

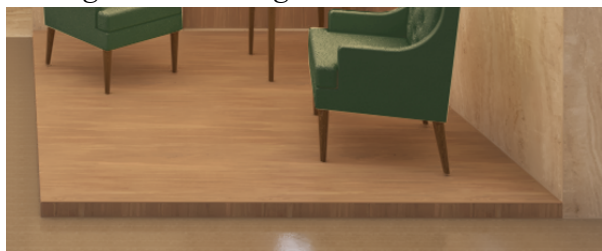
Kawung Batik Pattern (konveksi.co)



Batik engraving is applied to the hanging lamp. With wooden material, it will create a warm atmosphere with warm white colored lamp. The batik used is Javanese batik, or Kawung batik. (Figure 8) The meaning of the Kawung batik motif symbolizes the four basic points as the axis of force. The play of light from the inside of the hanging lamp is interrupted outwards according to the existing engraving, giving a warm impression. The material used is carved in wood using the rother technique, so the light generated follows the texture of the lamp body.

Figure 9

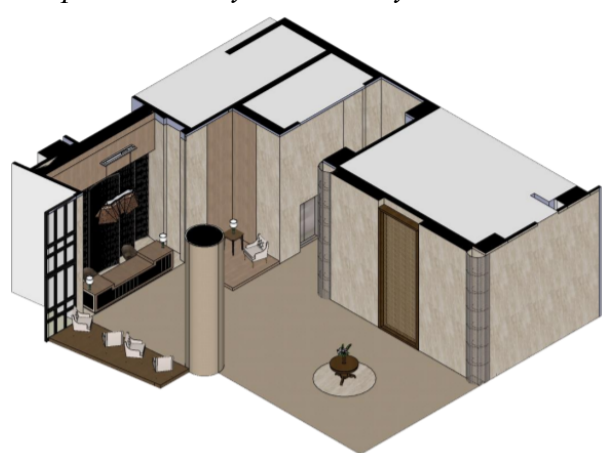
Waiting Area Flooring



The waiting area is an important area in a hotel lobby. The implementation of Javanese culture in the waiting area is applied to the increase in floor leveling on the left and right of the reception area. (Figure 9) This floor rise is inspired by Javanese architecture, namely Omah. Omah itself means "home". In ordinary Omah there is a difference in floor height, this is applied to the lobby reception waiting area. The raised floor is 10 cm high and uses wood-grained SPC flooring. This wooden architecture adds a strong impression of Javanese culture, as most of Javanese's architecture uses wood as a material, either exposed or finished.

Figure 10

Receptionist Lobby Axonometry



By using different leveling floors, you can divide the room into different areas without having to use a massive partition. This part of the waiting area is located in 2 places, on the left and right sides of the reception area as you can see on the axonometric view. (Figure 10) On the left side facing the window so that it adds a natural impression.

Figure 11

Limasan House (arsitag.co)



The shape of the hanging lamp in the reception area applies the shape of the *limasan*, the shape of the Javanese house. (Figure 11). This hanging lamp is used as a room focus to accentuate the reception area and accentuate the nuances of Java. (Figure 12) The shape of the hanging lamp is simplified from the shape of the pyramid, so the shape of the hanging lamp is rectangular, with a conical top and a parallelogram.

Figure 12

Hanging Lamp at Reception Lobby



As for the color, green is used. This is the same as Javanese culture such as Javanese Palace and Javanese Batik. The Javanese associate green with the natural environment, meaning "longevity." Green is also commonly interpreted by the Javanese as the fertility of the universe. This design applies green to the fabric in the seating area of the waiting area to add vibrant pop colors and create focus. (Figure 13) Points for visitors to Hotel Teraskita. Using a slightly darker color also helps with maintenance and makes the furniture look less dirty.

Figure 13

Waiting Area Armchair



The painting, which is used as an aesthetic element inside the waiting room, uses a modern-looking *wayang*-adapted painting with a stainless steel frame.

4. CONCLUSION

Hotel Teraskita is a business hotel located in Jakarta, the capital of Jakarta, and is loved by many business people inside and outside Jakarta. The main attraction of this hotel is the facilities that support business activities. The data collected is primarily about users of the Teraskita Hotel, who are businessmen. The characteristics of a businessman are quick, easy and solid. That's why we don't forget to apply the latest technology to the facilities that support our business activities, and we apply the interior to the interior with simple design elements and modern materials to give a professional impression. The elements of Javanese culture are applied in implementing the forms of Javanese architectural elements and also Javanese batik in the form of interior elements that are packaged in a modern way. One of the efforts to preserve culture is to apply it to today's interiors. The application of cultural adaptation is not only dense with traditional words, but can also be encapsulated in a modern direction, using material elements and non-rigid forms. The application of Javanese culture to the interior can be combined with modern elements as well. An example is by applying traditional elements to materials that are modern and not old-fashioned. The arrangement of materials in such a way can also add to the modern impression of these cultural elements. Millennials today are very fond of modern things. So in this way we can introduce Javanese culture but still packaged in a modern way so that it still attracts interest from the wider community. Knowledge of the regional culture is very important for the younger generation who are moving towards interior design. The rich and beautiful Javanese culture will inspire traditional interior designs and appeal to a modern audience. It is also a form of responsibility to preserve the culture of the nation by applying it to public facilities that are accessible to many people.

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