

THE INTERIOR OF GUEST ROOM HOTEL THE RITZ CARLTON, JAKARTA USES “THE MODERN PACIFIC CONCEPT” APPLICATION

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ABSTRACT

Tourism in Indonesia is used as one of the influences producing the economy. With this diversity, the government seeks to provide facilities or accommodations to the tourism sector as the heart of the economy in Indonesia. One of the accommodations in the tourism sector is the hotel (lodging). Hotels in Indonesia that can be found from various regions have different characteristics and styles. The conditions or standards of hotels also vary, depending on the needs of visitors. So in this design, we will discuss one of the well-known and luxurious hotels located in the capital city of Jakarta - The Ritz Carlton Pacific Place, besides having a strategic location, this hotel wants to continue to preserve Indonesia's diversity by applying ornaments and elements to The Ritz Carlton Pacific Place is one of them with the concept of the ocean (pacific). The purpose of this design is to make The Ritz Carlton Pacific Place Hotel, especially the room and lobby area so that it can accommodate all visitor activities with a modern luxury concept so that it can maintain 5-star standards and provide a fresh hotel atmosphere in accordance with corporate identity. Then the method used in this study for accurate results is the method by Rosemary Kilmer, namely the method of analysis and synthesis.

Keywords: Business, interior design, hotels

1. PREFACE

Nowadays, developments in the field of tourism are quite increasing even in the very good category. The tourism sector also has an important role as one of the sources that can encourage national economic growth. Indonesia has a natural charm that is undoubtedly its beauty. Starting from land scenery, oceans and other natural beauties. So this is one of the government's efforts to take advantage of Indonesia's diversity.

People's habit of traveling or traveling to work by going to big cities, one of which is the city of Jakarta, has an effect on the emergence of high-rise buildings for tourist attractions or lodging. Hotel is one of the places that every region or even country must have. As a means of resting temporarily or for tourism. Each hotel has branding or identity such as a trending style or theme, the characteristics of the hotel in the city, or the characteristics of the country. However, there are also various reasons for consideration when choosing a hotel that you want to occupy, ranging from facilities, comfort, the shape of the building, atmosphere, price, location and so on.

The Ritz Carlton Hotel is one of the 5-star hotels in Jakarta, which has a strategic location in the city center where there are many malls, offices, entertainment venues around. It says on MICE Reference (Indonesia) "The Ritz-Carlton Jakarta Pacific Place received an award as the Best City Hotel – Jakarta from the TTG Travel Awards. This is the second time the award has been received by The Ritz-Carlton Jakarta Pacific Place, after previously also receiving the same award in 2011. The advantages of The Ritz Carlton Hotel make visitors can access it easily and can also be used as a destination for business trips. However, The Ritz Carlton Hotel already has

good facilities with 5-star class, but an update is needed because since the hotel was established some areas in the Ritz Carlton Hotel have not made any updates (Re-Design).

Therefore, from what has been described above in this Final Project Report, the author wants to raise this topic to redesign The Ritz Carlton Pacific Place Jakarta Hotel. On existing concepts and themes, the author wants to help the hotel's image look newer and more fully implemented. This design the author will raise the existing concept, namely Pacific then added with a touch of Modern Luxury because considering that this hotel is located in an elite area or classified as luxurious. With the redesign of the interior of The Ritz Carlton Pacific Place Jakarta Hotel, it is hoped that it can provide a fresher atmosphere and a strong theme.

2. RESEARCH METHOD

In writing this final project report, methods are needed to facilitate this writing. One of them is to collect the data needed as a reference as well as accurate data. Then the method used is:

Literature Methods

In this method, it is a method by collecting data theoretically in the sense of data in the form of papers, literature, reliable web sources and student journals.

a. Method with Programing

In this method, the design is made based on existing or collected data and then used as a reference in determining the details needed in designing, the needs and proximity of the space, and so on.

b. Synthetic

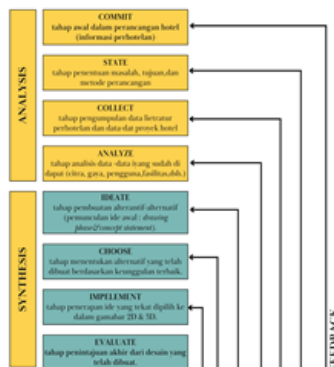
In this method, the initial concept design or theme that has been obtained from the discussion in programing. The alternatives that emerged were discussed to produce the best concept. The results of this synthesis are divided into 2, namely:

- a) Design Schematic: problem-solving schemes, namely the initial design in the design process, for example drawings of plans, visible cuts, foundation plans, and so on.
- b) Design Concept: in this case begin to formulate a design concept that can be evaluated before being developed at the design product stage in the form of presentation drawings (furniture drawings, interior perspectives, and so on.)

In addition, in the Interior Design of The Ritz Carlton Pacific Place Hotel, it uses the design method from Rosemary Kilmer (Kilmer & Kilmer, 2014) which consists of 8 (eight) design processes. Here is an explanation in each stage:

Figure 1

Rosemary Kilmer's Design Method



1) Commit

In this initial stage or commit, this final project I took The Ritz Carlton Pacific Place Jakarta hotel where it will discuss maintaining the standard 5-star hotel owned by the Ritz Carlton Hotel to *redesign* the room and lobby area to provide a fresh atmosphere.

2) State

In the second phase after receiving a detailed list of The Ritz Carlton Pacific Place hotel requests. Such as problems that exist in hotel rooms and lobby. Then it is discussed to produce the main picture of the *request* and also the existing concept. The formulation of the problem taken is as follows:

- a) How can the design of The Ritz Carlton Pacific Place Hotel provide a strong feel or *branding* with the *concept of Modern Luxury* with a Pacific theme?
- b) How to determine the number and type of space needs in a Hotel The Ritz Carlton Pacific Place, especially the room and lobby area so that it can meet all visitor activities?

3) Collect

This fourth stage after all the theories, field data and guidelines and problems / needs that have been collected and detailed properly, an analysis is carried out so that what has been combined will produce the desired design conclusions and of course also in accordance with the reference or standard.

4) Analyze

This fourth stage after all the theories, field data and guidelines and problems / needs that have been collected and detailed properly, an analysis is carried out so that what has been combined will produce the desired design conclusions and of course also in accordance with the reference or standard.

5) Ideate

At this stage, the discussion has been more towards the concept that will be made like what to produce the desired room. Because of the initial problem of the hotel The Ritz Carlton wanted to *re-design*, it will use a concept that uses colors and materials that match the concept that has been chosen. Then the relation to room standards, at this stage has also begun to create a space organization, so at this stage will make conclusions about field data information with the analysis that has been made in order to get design solutions to problems.

6) Choose

At this stage the author begins to summarize the results of the analysis and the concepts that have been sought from various sources. The next diagram will be used as the final concept for implementation.

7) Implement

At this stage after the conclusions in the design or concepts are approved, then directly at the stage of 2D drawings and 3D drawings to see the results of a clearer or more representative room of the designed concept.

8) Evaluate

At this stage, it is the final stage in designing where the entire work will be evaluated with several stages then it will be continued at the eligibility hearing and the last one is the graduation trial.

3. RESULT AND DISCUSSION

In this discussion, considering the need for an economic improvement strategy in the field of tourism, especially lodging (hotels). So pay great attention to the details in the hotel, especially the facilities and comfortable atmosphere. The designs that will be discussed include:

Design Themes, Imagery and Styles

From the previous analysis on the image or keywords created. The keyword results appear, namely: High Mission, Five Star, Center Bussines, Metropolitan, luxury, Crown, Exclusive, Pacific. So the concept of the image of The Ritz Carlton Pacific Place Hotel which is High Living Space was produced. The concept of this image is very identical to the location of the hotel, achievements or awards that have been obtained, the service provided gives the value of The Ritz Carlton Hotel to a high, elegant luxury impression (High Living Space).

In the theme concept of The Ritz Carlton Pacific Place hotel, namely in its image of High Living Space, it is drawn as a room theme concept that provides a luxurious atmosphere / atmosphere / high standards in comfort and all other supporters. Then it will then be designed.

The stylish concept at The Ritz Carlton Hotel, especially in its designs, is Modern Luxury. This modern luxury concept can be seen by the use of materials with glossy finishing, then marble materials and metal materials with gold finishing. In this concept, the furniture used has a geometric and simple shape with neutral colors. Such as wood color, warm tone color, etc. Moreover To bring out a natural impression, natural materials such as wood and natural stone are used.

Figure 2

Modern Luxury Lobby Design



Atmosphere

The atmosphere concept at The Ritz Carlton Pacific Place hotel is Fresh, Clean, Luxury, Dynamic, Comfortable to support the atmosphere of relaxing, resting (staying), and hangout. Applied to every element of spaces with high ceilings, gold (luxury) material as a representation of the image of the Ritz Carlton Hotel of West-Boston culture, New York is a luxurious and large city.

Lighting and Living

In this lighting concept, especially for hotels, it uses comfortable lights for sleeping and acting. So using downlights for general lighting, spot lights for lighting for certain objects and giving the impression of emphasis. Then also used natural light from the walls of the existing hotel which is very large.

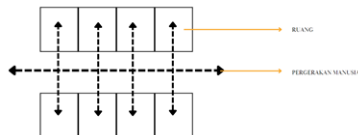
To provide a variety of decorations in the lighting area, hidden Lamp warm white is also given on the walls and ceilings, it is also intended as a comfortable light to rest because of its intensity. On the other hand, to add to the luxurious impression given chandeliers.

In the concept of living using AC Central: the degree is adjusted in the room (standard 25 degrees C). It is placed as if camouflage (hidden) on the ceiling so that it requires the concept of up and down ceiling as a place to place the air conditioner. For AC Central is positioned on the ceiling of the room.

Circulation

Figure 3

Concept of Circulation Patterns



The circulation pattern concept used at The Ritz Carlton Pacific Place hotel is with 2 circulations. The concept of horizontal circulation of visitors and staff: the first is that the orientation of the space is entirely directed, well accessed, then the direction of the flow becomes more directed, to create a calm, comfortable and smooth atmosphere. The second circulation concept for visitors and staff is vertically: space orientation for access from the 1st floor to other floors, saving time in activities (moving goods and moving human activities in a short time).

Materials and Colors

The furniture concept used by The Ritz Carlton Pacific Place Hotel uses wood and neutral colors (gray, etc.) to give a comfortable and balanced impression and is also dominated by gold material to give a luxurious impression. The average use of furniture is build in furniture such as wall panels, credenza and TV panels, bathroom areas, wardrobes, and loose furniture for nightstands, sofas in the lobby etc.

Here is the initial design of the design of The Ritz Carlton Pacific Place Jakarta Hotel with the above aspects.

Figure 4

Bedroom Area Design The Ritz Carlton Suite

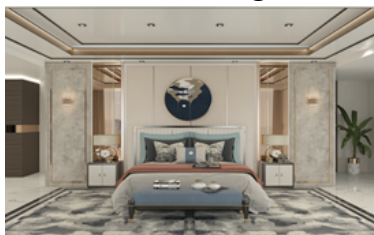


Figure 5

Design of The Ritz Carlton Suite Work Area



Figure 6

Living Area Design The Ritz Carlton Suite



Figure 7

The Ritz Carlton Suite Mini Pantry Design

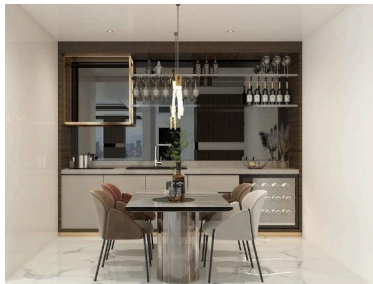


Figure 8

The Design of The Ritz Carlton Suite Bathroom

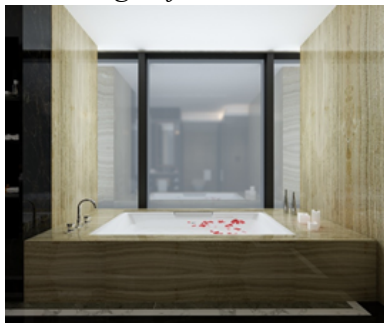


Figure 9

The Ritz Carlton Suite Bathroom Design (Washtafel & Closet)



4. CONCLUSIONS AND RECOMMENDATIONS

Increasing government efforts in the economic sector, especially tourism (hotels) in the capital city of Jakarta is very necessary. Because as one of the identical in terms of vacation, it is to observe hotel facilities.

So there have been early stages in design that want to improve quality, one of which is The Ritz Carlton Pacific Place Jakarta Hotel in the comfort of service, facilities, and so on has been produced in the implementation of 3D forms or presentation images according to the concepts and analysis that have been made. It is hoped that The Ritz Carlton Pacific Place Jakarta hotel can provide a fresh atmosphere again in the interior in accordance with the hotel's identity.

Acknowledgement

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