

THE APPLICATION OF BETAWI BATIK DESIGN ELEMENTS IN THE INTERIOR OF THE LOBBY HOTEL MERCURE TANAH ABANG

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ABSTRACT

Jakarta, as the largest metropolitan city in Southeast Asia, is a city that is often visited for business or leisure trips. This can be proven by the data recorded at the DKI Jakarta Province Tourism and Creative Economy Service throughout 2020, there were 39,480 hotel rooms in DKI Jakarta. This makes the hospitality business competition even tighter. Hotel entrepreneurs must strive to improve hotel quality by providing facilities that can support hotel guest activities and attractive hotel interiors for visitors. The hotel lobby as the main image of a hotel must be able to describe the hotel. This study uses a qualitative method, carried out by analyzing data based on survey results and literature followed by an exploratory method by preparing programmatic concepts and design processes. The Lobby of Hotel Mercure Jakarta Tanah Abang has facilities, including a reception area, waiting area and Restaurant and Bar Lounge. The textile concept is used in the interior design of the lobby of the Mercure Jakarta Tanah Abang Hotel which is the uniqueness of the hotel's location in the Tanah Abang textile shopping center. Based on the results of the questionnaire from the respondents, it was found that the application of Betawi batik design elements to the design of the Mercure Jakarta, Tanah Abang hotel lobby has succeeded in giving an attractive and unique impression in accordance with the image of the Mercure hotel and its location with a total of 90% of the respondents.

Keywords: Design, interior, mercure, textile, tanah abang

1. PREFACE

Hotel is an industry or service business that is managed commercially (Hermawan et al., 2018) Meanwhile, the definition of hotel according to SK Menparpostel No. KM/37/PW/304/MPPT-86 is a type of accommodation that provides part or all of the building to provide lodging, food and beverage services and other services for the public, which are managed commercially. Based on the two definitions of the hotel above, it can be concluded that the hotel is a type of commercial accommodation that provides accommodation, food and beverage services that can be used by everyone.

Jakarta, as the largest metropolitan city in Southeast Asia, is famous for its attractiveness for businessmen and foreign investors to develop their business or investment. There fore, one of the influential sectors is the tourism sector, namely the hospitality business. The development of the hotel industry in Indonesia, especially in the city of Jakarta, continues to increase along with the increasing need for accommodation. Throughout 2020, the DKI Jakarta Province Tourism and Creative Economy Office recorded that there were 39,480 star-rated hotel rooms in DKI Jakarta (Haydar & Amin, n.d.). This of course makes hotel entrepreneurs have to put more effort into improving the quality of their hotels so they can become hotels that are in demand by the public. Improving the quality of the hotel can be done by providing facilities that can support the activities of hotel guests. In addition, the hotel interior is the center of attention which will display the image of the hotel, such as the hotel lobby which is the main image of a hotel.

The hotel lobby is not merely a physical environment or a place for various activities to take place according to Ismanto (2021). The lobby is also a public room in a hotel where guests can gather, carry out various activities or interact with one another (Putra & Setiawan, 2016). Various activities that occur in the lobby are interconnected with each other such as reception activities, waiting, chatting etc. At the Mercure Jakarta Tanah Abang Hotel, lobby facilities are provided, including a reception area, waiting the location of this Mercure Hotel in Tanah Abang is the main point in the interior design of the Mercure Hotel Jakarta, Tanah Abang. Tanah Abang itself is one of the sub-districts in the administrative city area of Central Jakarta, DKI Jakarta Province, Indonesia. Tanah Abang has various iconic places, one of which is Tanah Abang Market. The Tanah Abang market, which has existed since 30 August 1735, is the largest textile market in Southeast Asia (Mutiarra Agita et al., 2020). This textile, which is unique to Tanah Abang, is the theme for the interior design of the Mercure Hotel Jakarta, Tanah Abang.

2. RESEARCH METHOD

The method used in the interior design of the Mercure Jakarta Hotel, Tanah Abang is the design method of William M. Pena who describes it into 2 stages, namely, analysis and synthesis. The first part, namely, contains programmatic analysis which is a problem tracking. And, the second part, namely, synthesis contains schematic concepts which are problem solving. The problem-solving method in this journal uses the descriptive method which is a method that explains something in writing and is equipped with various pictures as illustrations.

Data collection methods in this journal include literature data, field observations, interviews, and documentation. Literature data is obtained by reading, recording, and managing research materials related to design problems and objectives. Meanwhile, field observations, interviews and documentation were obtained by field surveys. The method of data analysis in this journal uses a descriptive qualitative method with a theoretical basis obtained from literature data as a design guide.

3. RESULT AND DISCUSSION

Hotel Mercure is a 4-star business hotel located on Jl. H. Fachrudin No. 22, RW. 5, Kp. Bali, Tanah Abang District, Central Jakarta City, DKI Jakarta, 10250. This hotel is strategically located, namely, near Tanah Abang Market, Tanah Abang Station, and many interesting tourist objects. This hotel faces southeast so it has quite a hot impact on the hotel, because the sun's rays hit the front and sides of the hotel building.

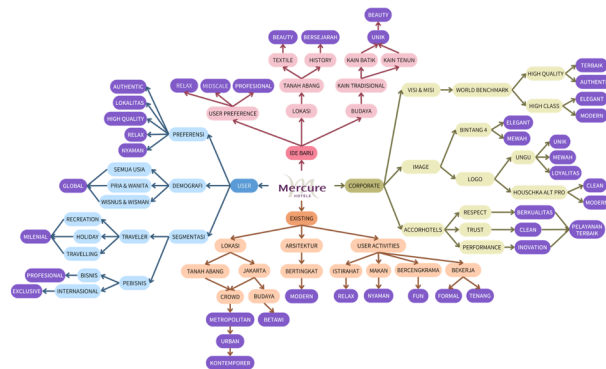
The facade of the Mercure Hotel Jakarta, Tanah Abang building displays a modern image that can be seen from the use of monochrome colors and its simple and dashing shape. Users at Hotel Mercure Jakarta Tanah Abang are divided into visitors/guests and workers. These two users have something in common, namely, they are dominated by men of mature age. And, for visitors who come are dominated by guests who stay overnight with the aim of doing business trips.

Table 1
Visitor classification table

Category	Visitors/Guest	Workers
Gender	Man and woman	
Age	Children, Teenagers, Adults, Seniors	
Jenis Tamu	Staying guests and non-staying guests	-
Tipe Tamu	Family, Friends, Businessman	-

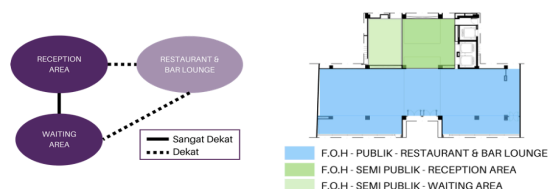
Based on the analysis of the Hotel Mercure Jakarta Tanah Abang, the images that represent it are obtained. The following are the images summarized in the form of Mind-Mapping in Figure 1 below.

Figure 1
Mind-Mapping Hotel Mercure Jakarta Tanah Abang



The Lobby of Hotel Mercure Jakarta Tanah Abang is divided into 3 areas, namely the Reception Area, Waiting Area, and Restaurant & Bar Lounge. The following is a special bubble diagram for the Lobby area of the Mercure Jakarta Tanah Abang Hotel.

Figure 2
Bubble Diagram and Blocking of Lobby Hotel



Based on the bubble diagram above, zoning and blocking are generated as follows zoning and blocking Lobby Hotel Mercure Jakarta Tanah Abang has advantages and disadvantages.

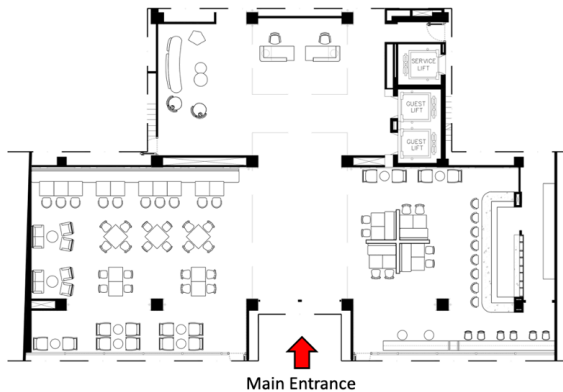
Table 2
Advantages and disadvantages of lobby blocking area

Advantages:	Disadvantages:
Public and semi-public zones are clearly separated so as not to interfere with activities,	The reception area is a little far from the entrance.
The semi-public zone is more private so it does not interfere with activities.	
The public zone is in front so it can be used by guests staying or guests not staying.	

After determining the appropriate blocking area, we will proceed with making the furniture layout. The following is the furniture layout for the Lobby Hotel Mercure Jakarta Tanah Abang as shown in Figure 3 below.

Figure 3

Layout Furniture Lobby Hotel Mercure Jakarta, Tanah Abang



Design concepts

The image to be displayed in the design of the Hotel Mercure Jakarta Tanah Abang is modern, unique, textile and historical. From the four images, the theme 'The Memorabilia of Textile' is obtained. This theme was inspired by the hotel's location in Tanah Abang, which is the largest textile wholesale centre in Southeast Asia. With this theme, traditional Indonesian fabrics will be applied to the interior to give the interior a unique impression. In addition, it can also provide knowledge about Indonesian traditional fabrics to visitors/guests who come.

Figure 4

Mood Board Hotel Mercure Jakarta Tanah Abang



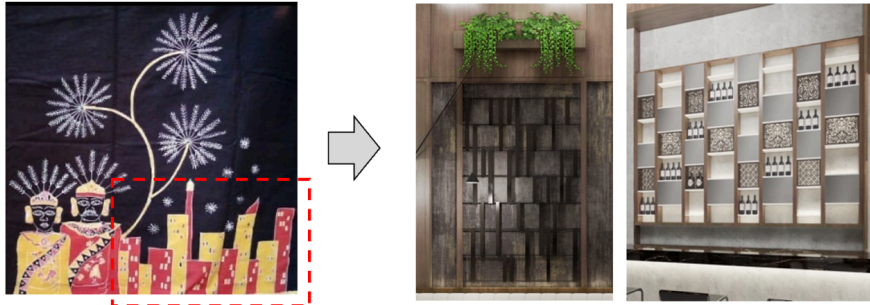
The colors used in the interior design of Hotel Mercure Jakarta Tanah Abang are natural colors to give a modern impression with purple accents which is the corporate color of Mercure Hotel. This purple color can also give an elegant impression to the room.

Design implementation

In designing the interior of the Mercure Hotel Jakarta lobby, Tanah Abang will use traditional fabrics from Jakarta. The choice of this traditional cloth from Jakarta is because the hotel lobby is the face of the hotel, which must reflect the hotel. Traditional fabrics used as design elements in hotel lobbies include Pencakar Langit Batik, Salakanagara Batik, and Monas & Ondel-Ondel Batik.

Figure 5

*Pencakar Langit Batik inspiration to wall panel results
Restaurant & Bar Lounge and Bar cabinet design development result.*

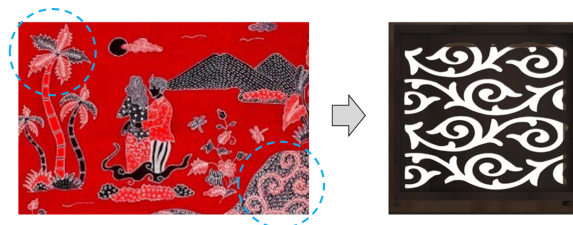


The Batik cloth with the Pencakar Langit motif has a tall building motif that depicts the city of Jakarta. The shape of this tall building with windows is applied to the wall panels of the Restaurant & Bar Lounge area and Bar cabinets. This wall panel uses plywood and metal plate material with a dark color finish. Meanwhile, bar cabinets use plywood material with HPL finishing, mirrors and metal laser cutting as shown at Figure 5 above.

The Salakanagara motif is a batik with a natural theme. Inside this batik there is a mountain of salak with its plants. In this batik, the development took 2 plant shapes that combined and expanded the shapes so that they become the shape shown below in Figure 6.

Figure 6

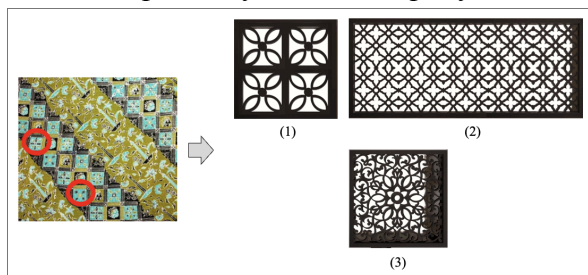
The development of the form of Batik Salakanagara



This batik uses Monas and Ondel-Ondel, which are icons of the city of Jakarta, as its motif, also equipped with flower shapes. In this batik, the development took the shape of a flower which will develop the shape of the flower into several different forms. The following Figure 7 are the results of the development of flower shapes into several forms.

Figure 7

The Development of Flower Shapes from Monas and Ondel-ondel Batik Motifs

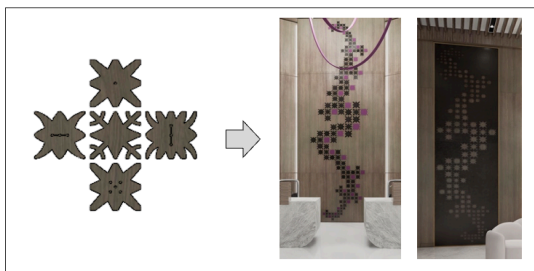


Implementation design of the results of the development of the forms of Salakanagara Batik, Monas and Ondel-ondel Batik are applied to the decorative elements of bar cabinets and ceilings using metal laser cutting materials.

Apart from using design elements from Batik cloth, the design implementation used Betawi ornaments, namely the carving of the tapak dara flower (Figure 8), which is usually found in Betawi traditional houses. The tapak dara flower means that all residents in the house are always healthy. Tapak Dara flower carvings are applied to the reception area backdrop and the waiting area wall panel. With the game of shape, size and color, the shape of the periwinkle flower is not monotonous.

Figure 8

Application of Tapak Dara Flowers as artworks



The design implementation of the concept of 'The Memorabilia of Textile' which was inspired by the location of the Mercure hotel in Tanah Abang by using traditional Jakarta batik cloth as artwork and being part of the interior design elements can be seen in the 3D visual perspective of the interior design of the restaurant and lounge bar as shown in Figure 9 and Figure 10 below.

Figure 9

3D perspective of Restaurant & Bar Lounge (view 1)



Figure 10

3D perspective of Restaurant & Bar Lounge (view 2)



In the lobby and lounge rooms, the design concept is implemented on the reception area's backdrop wall with the application of the Tapak Dara Flowers motif as artwork as shown in Figure 11. The atmosphere of the room with a modern design style combined with traditional Jakarta batik artwork provides a unique and interesting experience according to the location Mercure hotel in Tanah Abang.

Figure 12 shows the results of the design implementation in the waiting area adjacent to the reception area. the Tapak Dara Flowers motif as artwork is still being implemented to show the continuity of the theme of 'The Memorabilia of Textile'. besides that the artwork in this area is also complemented by contemporary paintings on the theme of the city of Jakarta and the location of the hotel in Tanah Abang.

Figure 11

3D Perspective of Reception Area – Lobby & Lounge



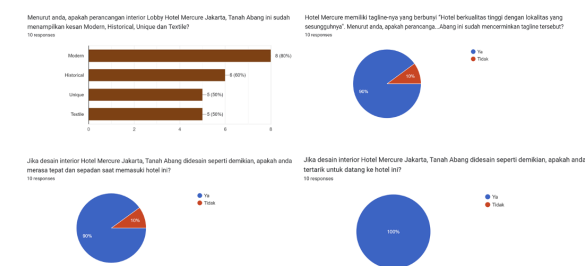
Figure 12

3D Perspective of Waiting Area – Lobby & Lounge



After the visualization of the design implementation is made in a 3D image perspective of the interior of the restaurant & bar area as well as the reception & waiting area. Furthermore, questionnaires were distributed to respondents to get feedback on the results of the designs that had been made. respondents are assumed not to be color blind and understand spatial perspective (Ismanto, 2021). Questions were specified to discuss the appropriateness of the use of design themes at the Mercure Tanah Abang Hotel in relation to modern, historical, unique and textile impressions, and also the interest of respondents to come to the hotel with the designs that had been produced. The results of the questionnaire filled out online can be seen in the diagram in Figure 13 below.

Figure 13



4. CONCLUSIONS AND RECOMMENDATIONS

In designing the Hotel Mercure Jakarta Tanah Abang, it can be concluded that the image to be displayed is a 4-star hotel interior which has its own uniqueness and can attract visitors to be able to come and rest at this hotel. Therefore, the application of the theme "The Memorabilia of Textile" is a form of uniqueness in the interior. The application of design elements from several Jakarta/Betawi Batiks to the hotel lobby interior aims to provide uniqueness and introduce Jakarta to visiting visitors.

Based on the data that the author has collected from several respondents, it can be concluded that the interior design of the Mercure Hotel Jakarta, Tanah Abang has been successful because 50% of respondents answered that this design already displays a modern, historical, unique and textile impression. Then, 90% of respondents also agreed that Hotel Mercure Jakarta, Tanah Abang already reflects the tagline of Hotel Mercure itself and all respondents are interested in coming to visit Hotel Mercure Jakarta, Tanah Abang which is designed according to this design.

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