

IMPLEMENTATION OF THE 'ORIENTAL BEACH EXPERIENCE' CONCEPT IN SWISSOTEL JAKARTA PIK AVENUE INTERIOR DESIGN

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ABSTRACT

After the pandemic, economic development and business activities in Indonesia have increased. Business actors do not only consist of local communities, but also international ones. This activity requires public facilities to accommodate the needs of business people and tourists. Apart from being able to support business activities, business hotels are also expected to be able to provide a memorable experience for their users. Provision of comfortable rooms with facilities to support business activities is also a very important consideration for accommodating investors or business people who come and stay overnight. Each room area in the hotel is also expected to be able to leave a memorable experience by providing an image of Indonesian culture so that it can be featured in the development of modern interior design. The method used in designing the Swissotel Jakarta PIK Avenue business hotel will use qualitative methods, exploration of ideas and design methods. Starting from the collection of literature and field data, continued with the design process in the form of problem analysis and drafting of concepts and design implementation. The Swissotel PIK Avenue interior design process with an Indonesian cultural image approach is the design basis for introducing Indonesian culture, especially in the Pantai Indah Kapuk area, North Jakarta, to local and foreign guests. The results obtained can be answered by presenting Indonesia which has the second longest coastline in the world with a natural oriental touch in accordance with the location of this business hotel which is in Pantai Indah Kapuk, North Jakarta. The 'Oriental Beach Experience' design concept is able to present attractive themes, images and design styles that are harmoniously combined and aligned with Swissotel's identity.

Keywords: Interior design, business hotel, swisshotel, pik, jakarta

1. PREFACE

Jakarta is a business destination for both Indonesian and international people. Many business hotels have been built in Jakarta, competing fiercely with each other to support business activities in Jakarta. Apart from being able to support business activities, business hotels are also expected to be able to provide a memorable experience for their users. This memorable experience is also expected to reduce user stress levels caused by high business activities. The location of this business hotel is easy to reach by transportation, to make it easier for users to move. Usually, business hotels have direct access to the airport. This is because business people are not only local, international guests also participate as business people.

These various aspects require the development of a business hotel to facilitate exclusive and classy rooms. Provision of areas for formal business activities in the form of meeting rooms, meeting rooms, and informal business activities because according to (Suharnoto, 2019) to balance and accommodate business activities carried out by investors (business people), urban infrastructure is needed that can provide convenience and convenience in conducting business transactions. One of the most important infrastructures in accommodating all the activities carried out by business people is a five-star business hotel. A five-star business hotel is not only

a temporary residence for investors (business people), but also a place that can be used for meetings, conferences, exhibitions and other types of business activities. Provision of comfortable rooms with facilities to support business activities is also a very important consideration to accommodate investors who come and stay overnight. Each area is expected to leave a memorable experience by providing an image of Indonesian culture so that it can also be displayed to international guests (Ismanto, 2020).

The first Swissotel in Indonesia is located in Jakarta. As a center for government, business, economy and innovation, the capital supports a mix of old and new traditions and cultures. Pantai Indah Kapuk is one of the most popular culinary and leisure destinations in the northern part of Jakarta, surrounded by upscale commercial housing. There is a lot of environmental potential in Pantai Indah Kapuk, North Jakarta which can be used as a strength for Swissotel's interior design concepts and themes. Through the design process, it begins with data collection and continues with analysis of the image and identity of Swissotel PIK Jakarta which will then be used as a design guideline to be implemented into hotel interior design.

2. RESEARCH METHOD

Papers can be written both in Indonesian and English. Writing in the main description uses the The method used in the design of the Swissotel Jakarta PIK Avenue business hotel will use qualitative methods, exploration of ideas and design methods (Kilmer, 2014). Starting from the collection of literature and field data, continued with the design process in the form of problem analysis and drafting of concepts and design implementation.

In the design process according to Kilmer (2014) there are several stages which is summarize from two steps as analysis and synthesis. The 8 steps taken are as shown in Figure 1 below.

The 8 steps will be described starting from Commit, State, Collect, Analyze, Ideate, Choose, Implementation and Evaluation. In this process, quantitative methods will be used to determine the spatial space of user activity and facility requirements, then use qualitative methods to formulate design guidelines that will serve as design references. It is continued at the design implementation stage by making room visualizations from the design concept raised using the idea exploration method to provide alternatives and design development to suit the problems and design objectives that have been determined in the early stages of design.

3. RESULT AND DISCUSSION

The implementation of the 'Oriental Beach Experience' concept at Swissotel PIK Jakarta is based on image conclusions from the analysis stages that have been carried out by the author based on the data that has been collected by the author.

Image analysis collects several images displayed from the Swissotel PIK Jakarta PIK Avenue brand image (Rutes, 1988). Image analysis is taken from the hotel name, institution, address, user, vision and mission. Image analysis is carried out carefully and responsibly in order to produce a design concept that is mature and has a strong basis. According to (Ismanto, 2018) in the design process the most important thing is capturing the essence of the client's needs and desires for the design product to be produced, then creating a concept (rationale) that can become a design reference and be accepted by the client.

Table 1

Image analysis

Problem Component	Description	Keyword	Image	Conclusion
Hotel name	Swissotel	Hotel Business International	Modern Universal	-
Institution	Accor Group	Prestigious Professional	Luxury Universal	Luxury
Address	PIK Avenue Mall	Business area Urban Elite Modern Indonesia	Luxury Modern Indonesia Oriental	Luxury Indonesia Oriental
User	High class Local and International	Luxury Elite Universal	Luxury Modern Universal	Luxury
Vision	To be a highly recognized and respected brand/brand for its service, diversity in design and contemporary Swiss attributes Treat everyone the way they want to be treated Staying true to the swiss heritage	Prestigious Professional Diversity Swiss Kontemporer	Luxury Professional Diversity Kontemporer	Luxury
Mission			Heritage Professional	-

Based on image analysis, it can be concluded, it is hoped that the implementation of the interior that can be produced is to make a luxurious interior with harmonious Indonesian and Oriental nuances. Indonesia is the country with the second longest coastline in the world after Canada (Hidayati & Purnawali, 2015, p. 507) Swissotel Jakarta PIK Aveneu is the first Swissotel in Indonesia which is located in Jakarta, close to the beach so that it becomes one of the strengths/potentials to serve as a interior theme. With contemporary interior offerings with natural and oriental nuances, it will be shaped according to the vision and mission of Swissotel.

Figure 1

Moodboard

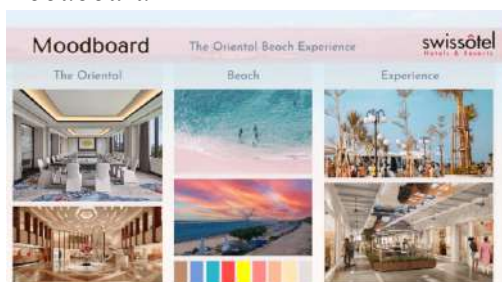


Figure 2

Material Scheme Swiss Advantage Room



Material concept for wall panels and custom furniture HPL Grade A brand Lamitak. For the floor, use a custom carpet with a contemporary sand motif. Material colors are dominated by colors identical to the beach and oriental. For HPL, the red color as an oriental identity is used as a color accent on the custom furniture list.

Figure 3

Custom Wallpaper

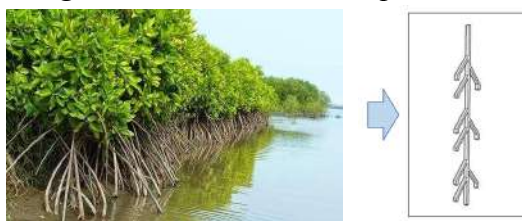


To create a beach atmosphere in the room interior, the custom wallpaper for the Swiss Advance Room uses beach image artwork with play of cream, light blue and pink colors. The floor for the bed area uses a custom carpet with a contemporary beach sand motif. The use of soft colors aims to create a comfortable room for hotel guests.

The TV backdrop design and custom cabinets use a red HPL list to create an oriental impression but still look simple. Mangrove trees in the Pantai Indah Kapuk location were used as ideas for the development of motifs that can be applied to wall panels. The mangrove motif has been simplified to become simpler so that it is in line with contemporary interior styles.

Figure 5

Mangrove Trees are Metamorphosed Into Decorative Motifs



This mangrove motif after being simplified can be applied to wall panels in the interior using a metaphoric concept according to Chrystella (2021). This mangrove motif (Figure 5) was developed into a decorative illumination. The purpose of this mangrove motif is shown to tell

that the location of Pantai Indah Kapuk has a Mangrove Natural Tourism Park as an identity and tourist destination on Pantai Indah Kapuk.

The interior implementation of Swissotel PIK Jakarta is presented with a harmonious touch of beach and oriental nuances. So, no one dominates each other. Selection of furniture is also considered with forms that are flexible and non-flexible.

Figure 6

Swiss Advantage Room Layout Furniture



Figure 6 above is the layout of the furniture in the bedroom which is made according to the physical building starting from the core bathroom near the corridor and entrance area and the wardrobe, as well as the main area of the room, which consists of a bed, work desk and a relaxation area in the form of a sofa. Implementation of the design with the concept of 'The Oriental Beach Experience' is displayed with a custom wallpaper wall with a sea theme and a mangrove wall lamp motif using a metaphoric concept. the carpet floor pattern also uses a beach sand pattern so that it strengthens the image of a resort and relaxation in rooms for business people and travelers. Design implementation is visualized in the form of 3D images as shown in Figures 7, 8 and 9.

Figure 7

Perspective Swiss Advantage Room View to Bedhead

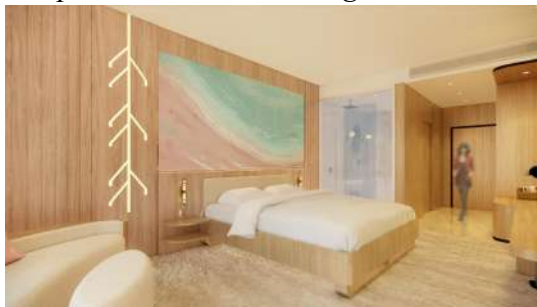


Figure 8

Perspective Swiss Advantage Room View to Window

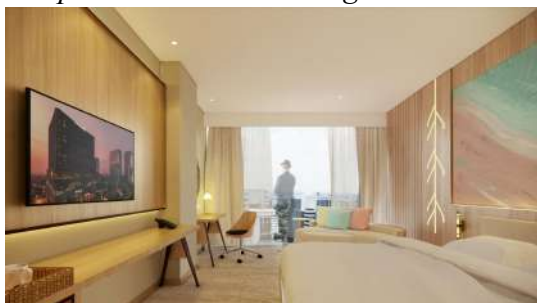


Figure 9

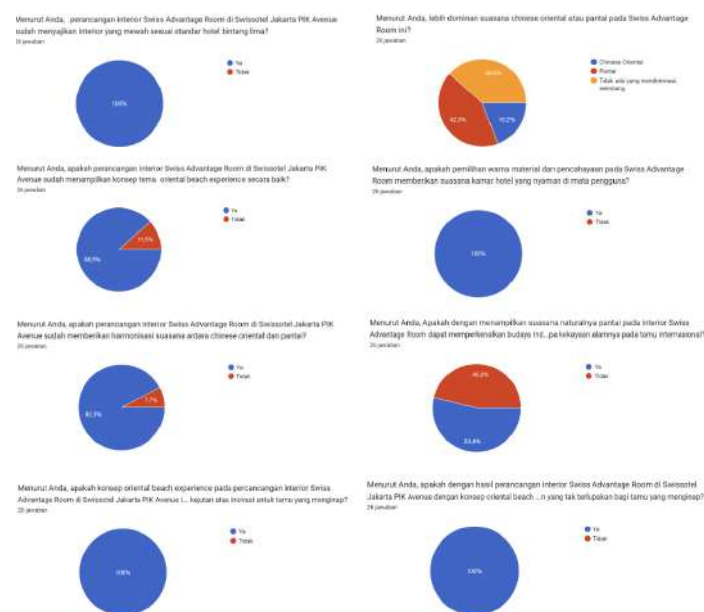
Perspective Swiss Advantage Room View to Working Table



To find out the suitability of the concept of 'The Oriental Beach Experience' in the implementation of the Swissotel PIK Jakarta bedroom design, feedback was collected through questionnaire data to 26 general respondents with the assumption that they are not color blind and understand the accommodation function of the hotel. There were 8 questions given to respondents, related to image, Swissotel identity, hotel location at PIK Jakarta, use of color, material, room atmosphere and the application of the 'The Beach Experience' design concept. The results of the questionnaire can be seen in the figure 10 diagram below.

Figure 10

Questionnaire results 6



4. CONCLUSIONS AND RECOMMENDATIONS

Based on image analysis that has been described through corporate identity criteria, Swissotel vision/mission, hotel location to user goals. It can be concluded that the keywords are luxury (5 stars hotel), resort (PIK beach and commercial area), oriental (users). Then it can be proposed a design concept with the theme 'The Oriental Beach Experience' which aims to provide a different accommodation experience to users that characterizes a mix of PIK beach local content from the hotel location with the image and identity of Swissotel as a 5-star resort hotel.

The implementation of 'The Oriental Beach Experience' concept can be answered by presenting Indonesia which has the second longest coastline in the world with a natural oriental touch. Both can be displayed harmoniously and in line with Swissotel's corporate identity. However, please note that for the Swiss Advantage Room, according to respondents, the majority of 42.3% considered that it was more likely to display a beach image, although 92.3% agreed that the Swiss Advantage Room succeeded in displaying harmonization between Chinese oriental and the beach. The initial goal of the beach idea as a theme was because it was based on Indonesia as the second longest coastline in the world, according to respondents, 53.8% agreed that this idea could introduce Indonesian culture to international guests. However, according to 46.2% of respondents said that this could not introduce Indonesian culture to international guests. Overall, Swiss Advantage Room has succeeded in displaying luxury, meeting five-star hotel standards, selecting materials and good lighting, innovation and providing an unforgettable experience according to most respondents.

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