

THE INTERIOR DESIGN OF ANANTA LEGIAN HOTEL BALI WITH A MODERN BALI CONCEPT

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ABSTRACT

The Bali Islands are one of Indonesia's popular tourist areas which are visited by many local and foreign tourists. The tourism sector is one of the sectors that has been seriously impacted by the global Covid-19 pandemic, including on the Bali Islands. The level of tourist visits and hotel occupancy in 2020-2021 has decreased drastically compared to before the pandemic. The end of 2022 will see the revival of the tourism sector, marked by the government's policy of eliminating PPKM towards an endemic period. This allows public hotel facilities in Bali to adjust and improve the condition of hotel facilities as a means of accommodation for local and foreign tourists. So a hotel interior design is needed that is competitive and in line with current design developments. The case study in this research is the Ananta hotel in Legian Bali which aims to create a contemporary interior design theme using a design method consisting of two stages, namely analysis and synthesis. The analysis stage will use a qualitative descriptive method in the form of image analysis to obtain keywords that are formulated into design themes. Then proceed with the synthesis stage to implement the design theme into a visual design form. The results of the image analysis formulated the concept of the Bali Modern design theme to solve the interior design solution for the Ananta hotel which is able to meet accommodation needs in accordance with the latest design trends. The implementation of the Bali Modern design theme concept is strengthened by the natural impression of the beach which strengthens the impression of a modern resort and is combined with typical Balinese decorations to provide a different identity and experience at the Ananta hotel. It is hoped that the results of this design can provide contemporary alternative hotel solutions in accordance with global needs and trends.

Keywords: Interior design, modern, concept, hotel, Bali

1. PREFACE

Hotels are a form of commercially managed accommodation, which is provided for everyone to obtain services, lodging and food and drink (Minister of Transportation Decree No. PM 16/PW 301/PHB 77 dated 22 December 1977 in chapter Article 7 paragraph a). This understanding is in accordance with the statement that, a hotel is a type of accommodation that uses part or all of a type of building to provide lodging, food and drink services, as well as other services for the public interest which are managed commercially (decision of the Minister of Tourism, Indonesian Telecommunication Post).

The island of Bali has a very advanced and always growing tourism sector (Kendall., 2020). Bali has an area with various tourist attractions which include nature and culture. Beautiful Balinese natural tourism such as Kuta Beach, Legian, Jimbaran, Nusa Dua, Pandawa, Sanur, Melasti Beach, Nusa Penida, Tanah Lot, Karang Asem, Lake Batur, Lake Bedugul, West Bali National Park, Ubud art tourism and many more. Bali Islands are one of Indonesia's popular tourist areas which are visited by many local and foreign tourists. But the level of tourist visits and hotel occupancy in 2020-2021 has decreased drastically compared to before the pandemic (Badan Pusat Statistik, 2021).

Due to the large number of tourists visiting, accommodation such as hotels has become one of the choices for tourists to stay with their families while on holiday (Ishii, 2016). Resort hotels are a good solution to provide accommodation for tourists during their stay which is equipped with facilities and entertainment that can be used by hotel guests. Apart from being a place to stay, hotels can continue to increase the number of tourist visitors during the low season, MICE hotel facilities are also used as a potential to increase tourism through companies, offices or organizations to hold events.

The modern Balinese concept has an open space concept without walls blocking certain areas. It has large windows so that natural lighting and ventilation can enter the room, making air circulation better and creating a relaxed atmosphere. The modern Balinese concept must be able to maintain the aesthetics of typical Balinese buildings. The use of materials applied to walls, floors and ceilings is very important in maintaining the characteristics of Balinese buildings. The use of materials such as wood, bamboo, rattan is a characteristic of Balinese buildings. The design of the modern Balinese concept prioritizes simplicity and practicality of form which can increase aesthetic value. Creating efficient housing by preserving traditional Balinese design and Balinese regional values. By combining modern and traditional Balinese concepts, it can prevent the loss of traditional Balinese designs (Nurfadilah et al., 2017). The application of the modern Balinese concept to Bali resort hotels is applied especially to the lobby area which is the area where hotel guests first enter when staying at the hotel as well as the addition of Balinese decoration elements which are also applied to the hotel lobby area.

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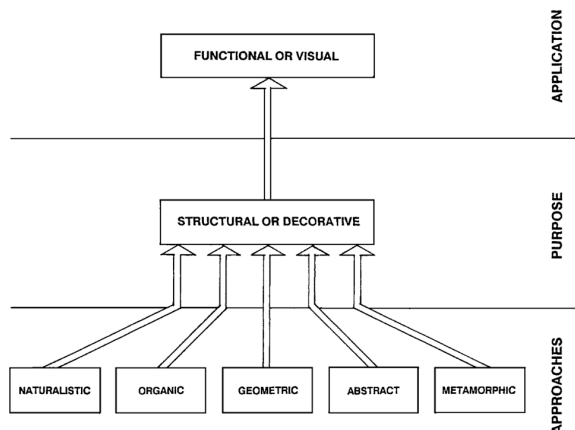
Based on the interior design book (Kilmer & Kilmer, 2014) chapter 4 regarding the basic theory of design composition, it is stated that all professional fields of design, such as architecture and industry, graphics, fashion, and interior design, utilize the theory of design composition. Certain design theories can be quite simple, yet complex at the same time. It is difficult to separate an entire design concept into specific components, because there are no limits to the flexibility, relationships, and applicability of how design is done. Most people consider structural and decorative design to be the basic approach, other types can also be a big influence. Many combinations of all these approaches are evident in design theory.

Structural design is the basic framework, or structural components, and is usually expressed in final visual form (Ballast, 2013). The design is not a decoration added to the form, but rather an integral part—such as the ancient pyramids in Egypt with their exposed piles of stones as structural supports, and Buckminster Fuller's geodesic dome (Figure 1). Looking at nature, we

find the design of a honeycomb, the shape and arrangement of the bones of a bird's wings, or a spider's web has a structural form. Structural designs in furniture can be seen in modern designs that use tubular steel, such as the Marcel Breuer chair from 1925. Simplicity is one of the characteristics of most structural designs.

Figure 1

Several Design Approaches Designers Commonly Use



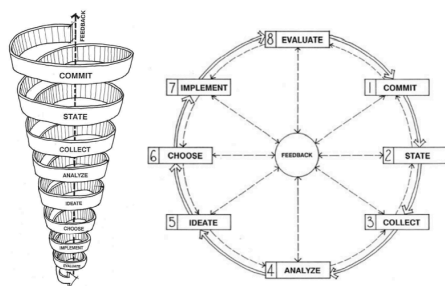
Naturalistic design utilizes shapes found in our natural environment, such as rocks, hills, ocean waves, and clouds, rather than man-made or man-made objects. Living organisms, such as plants and animals, are of course also found in nature, but are referred to as organic design. However, it is possible to incorporate both living and non-living creatures into naturalistic designs and organic designs. Can we say, for example, that the ocean is not “alive” in terms of composition or movement? This approach and concept can then be implemented into a design.

2. RESEARCH METHOD

The method used in the design of the Ananta Legian Bali 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 (Ismanto, 2018). 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. The design method that will be used is the design method from Kilmer and Kilmer (2014) book which consists of 8 stages, namely: (a) Commit; (b) State; (c) Collect; (d) Analysis; (e) Ideate; (f) Choose; (g) Implement; and (h) Evaluation as seen in Figure 2 below.

Figure 2

Design process



3. RESULT AND DISCUSSION

The interior design image of the Ananta Legian hotel is Natural, Modern, Balinese (Figure 3). An atmosphere that is able to provide a modern appearance with luxury that matches the image of a star hotel and a natural appearance that can be obtained from views of Legian beach as well as elements of Balinese culture which will add to the uniqueness of the Ananta Legian hotel. The nautical concept is also used to provide a cool and natural beach atmosphere, the materials and colors used are rattan, wood, marble/granite and colors that reflect the nature of Legian Beach added with natural green plants. Based on the analysis of the image that you want to display in the interior design of the Ananta Legian hotel, it is Natural, Modern, Balinese (Figure 3), namely a design that can provide a modern appearance with luxury that is in accordance with the image of a star hotel and a natural appearance that can be obtained from the view of Legian beach. as well as elements of Balinese culture that will add to the uniqueness of the Ananta Legian hotel.

Figure 3

The Image Analysis of Ananta Legian Hotel Bali



The style concept that will be used is a nautical style concept which aims to ensure that hotel guests who stay overnight can experience the comfort and atmosphere of the typical island of Bali with a design that is still modern but can reflect the relaxed atmosphere of Legian beach, Bali. The nautical style concept is a concept that can provide a cool and natural beach atmosphere, while modern is something new or trendy. To convey this impression, the materials and colors used include rattan, wood, marble/granite and colors that reflect the nature of the beach. The theme concept that will be implemented is Life refresh on Bali Beaches. In accordance with the calm and comfortable atmosphere of the beach and the beach views that are designed to make people feel peaceful and refreshed from all the fatigue after working hard. This concept will use supporting elements such as waves, sand, palms and shells. The decorative concept at the Ananta Legian Bali hotel will use decoration motifs, namely patra sari consisting of padma, cupuk beads and coral and use Balinese geometric Kuta Egyptian decorations (Figure 4). These decorative motifs will be applied to furniture and walls. Furthermore, plants in the interior also have a very important role in relaxation, so plants are often used indoors, especially in rest areas. The use of neutral colors such as green, brown, blue and white can be presented as the colors of plants, water and sky which will be applied to interiors such as walls, floors, furniture. Natural light coming from large windows makes the room more natural, comfortable and dynamic (Sihite & Soewarno, 2021).

The lobby and lounge are the first rooms guests see and should represent the hotel's image (Ismanto & Indrawan, 2020). The Modern Balinese concept in the interior design of the Ananta Legian Bali hotel lobby is displayed in a semi-open space with natural lighting from large window openings. Marble and carpet materials on the floor form a beach pattern line. The Balinese decorative elements on the reception walls are enhanced by the natural impression of plants. Using brown, blue, white and green to sharpen the natural Balinese concept in the room.

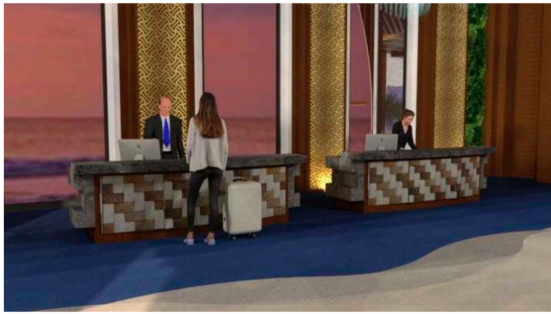
Layout Plan

Front Interior Elevation

Side Interior Elevation

Figure 6

View 1 - Lobby & Lounge Perspective of Ananta Legian Hotel Bali



The visualization of the lobby & lounge room is created in 3D perspective using a computer application. Overall, the modern Balinese concept is implemented in the overall composition of the floor, wall and ceiling spaces, as well as the use of furniture that strengthens the Balinese, modern and natural impression in accordance with the hotel's location which is located on Legian Beach, Seminyak, Bali. The perspective of the lobby & lounge space can be seen in figure 6 above and figure 7 below.

Figure 7

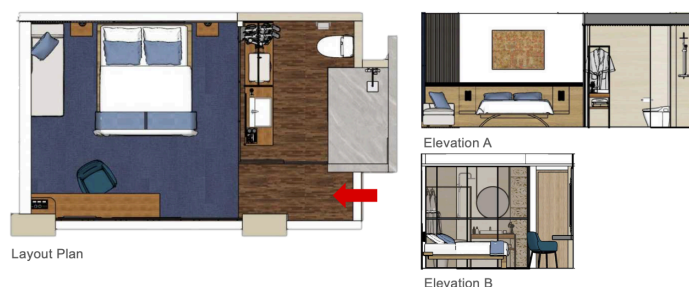
View 2 - Lobby & Lounge Perspective of Ananta Legian Hotel Bali



The design of the Ananta hotel standard rooms is represented by the undulating sea waves on the Bali coast with the aim of creating a peaceful and comfortable impression while occupying a hotel room at the Ananta Legian Bali hotel. The finishing materials used in the hotel room area are using wall panels in the headbed wall area, using carpet to finish the floor in the bed area and parquet in the area near the entrance. There are Balinese ornaments in the headboard area of the bed. Using homogeunus tile material for finishing bathroom walls and floors.

Figure 8

Standard rooms furniture layout plan and interior elevation of Ananta Legian Hotel Bali



The use of lighting in the design of the lobby area and standard hotel rooms uses varied lighting which of course will be adjusted to the room (Rutes, 1988). Natural lighting is of course obtained

through large windows in the lobby area and hotel rooms. For artificial lighting, artificial lighting uses LED strip lights in the lobby area, hotel rooms and ballrooms, downlights in the hotel room area. Spotlights and floor lighting are used in the lobby area, Pendant light is placed in the reception area.

The implementation of interior design in standard hotel rooms gives a more modern, simple impression with decorative elements of local Balinese culture using paintings or decorative ornamental elements on the bed head of standard rooms (figure 9). The bathroom is designed using a sliding door which functions for privacy when the bathroom is used or left open when a new user enters the room or does not use the bathroom. The door design also aims to give a more open and spacious impression to standard rooms as seen in figure 10. The bathroom is also used as a storage facility for suitcases and clothes hangers (figure10).

Figure 9

View 1 – Perspective standard rooms of Ananta Legian Hotel Bali



Figure 10

View 2 – Perspective standard rooms toilet of Ananta Legian Hotel Bali



4. CONCLUSIONS AND RECOMMENDATIONS

Hotel Ananta Legian Bali is a resort hotel located close to Legian beach, Bali. It has a building area of 3,133 m² and the main hotel facilities are lobby, restaurant, bar, spa, fitness, hotel rooms. To give a natural impression, the application of materials used such as wood and ornamental plants applied to the walls as well as carpet and marble on the floor helps to create a natural room. The use of natural colors, namely green, white, blue and brown, helps the space have a natural and warm impression. Apart from that, the semi-open space design, produces a room with maximum sunlight. With the design of the Ananta Legian Bali Hotel, it is hoped that every

user can feel comfortable and relaxed while staying at the hotel and can feel the natural impression of the hotel interior.

The results of the image analysis formulated the concept of the Bali Modern design theme to solve the interior design solution for the Ananta hotel which is able to meet accommodation needs in accordance with the latest design trends. The implementation of the Bali Modern design theme concept is strengthened by the natural impression of the beach which strengthens the impression of a modern resort and is combined with typical Balinese decorations to provide a different identity and experience at the Ananta Legian Bali hotel. It is hoped that the results of this design can provide contemporary alternative hotel solutions in accordance with global needs and trends.

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