

ECO-FRIENDLY MATERIAL AS A NATURAL AMBIANCE IMAGE IN THE INTERIOR OF SUITE BEDROOM AKMANI HOTEL JAKARTA

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ABSTRACT

Jakarta, the dynamic metropolitan capital is now a must-see destination for foreign tourists. With the success of Indonesia's G20 Presidency and the 2023 ASEAN Summit in Jakarta, along with Lonely Planet's "Best cities to visit in 2024" award at 7th place, it is likely that there will be an increase in tourists in 2024. Hotel Akmani is a 4-star hotel located in the center of Jakarta with an urban, modern, nature and eco-friendly identity. With the estimated pollution that is rampant in Jakarta, ranked 10th as a polluted city worldwide so that the idea of hotel interior design that is different from other 4-star hotels with the theme "The Urban Biophilic" with Minimalist Sustainable design concept. The method used in this research is qualitative descriptive by starting with a location survey and literature study. After that, it continues with the process of making concepts and implementing designs in hotel rooms. The conclusion is the redesign of the interior of the Akmani Hotel with the use of sustainable and eco-friendly materials that have been considered from the lifespan, reproducibility of material sources, and the possibility of recycling, as well as durability so that they can support a natural atmosphere in the interior and reduce waste in the environment. And based on the results of distributing questionnaires, it shows that more than 90% of respondents agree that designing with the concept of The Urban Biophilic and the use of eco-friendly materials can support a natural interior atmosphere in the Suite Bedroom Hotel Akmani.

Keywords: interior, materials, eco friendly, biophilic, hotel

1. PREFACE

Jakarta as one of the tourism cities in Indonesia which is a mandatory destination for foreign tourists. With the pandemic during 2020-2021, of course, there was a drastic decrease in the number of visits, but during 2022 the number of tourist visits in Jakarta has increased, recorded at the DKI Jakarta Provincial Statistics Agency the number of tourists during January - August 2023 reached 1.2 million visits or an increase of up to 159.37% compared to the same period last year which was recorded as 472,945 visits (BPS DKI Jakarta Province, 2023).

Table 1

Number of domestic and foreign tourists in DKI Jakarta Province

Tourists	Number of domestic and foreign tourists in DKI Jakarta Province		
	2020	2021	2022
Domestic tourists			
Growth			
Foreign tourists	435 888,00	119 362,00	935 182,00
Growth	-82,60	-72,62	683,48

The success of Indonesia's G20 Presidency in 2022, now Indonesia is again trusted to play an important role, namely becoming the Chairmanship of ASEAN with the theme "ASEAN Matters: Epicenter of Growth" makes ASEAN the center of regional and world economic growth. The 43rd ASEAN Summit 2023 has produced a number of collaborations that lead to

ASEAN's important role in the world and become the center of economic growth. The meeting was held at the Jakarta Convention Center on September 5-7, 2023.

Recorded in Lonely Planet, a leading American travel guidebook, Jakarta was awarded "Best Cities to Visit in 2024" and placed 7th out of 10 selected cities from around the world, surpassing Prague, Izmir, and Kansas City. (CNN Indonesia, 2023). With this award, it shows that Jakarta is increasingly developing as a world-class tourism destination and has the opportunity to provide the best facilities to foreign tourists, one of which is through the hospitality industry. The main goal of tourists is to enjoy a vacation with comfort and the minimum budget possible so that boutique hotels can be the best choice for tourists at a more affordable price with an atmosphere that is not inferior to chain hotels with a comfortable atmosphere and more personalized service compared to chain hotels that serve hundreds of rooms and guests at a time.

Akmani Hotel is a 4-star hotel located in the city center, Akmani is an internationally renowned hotel. The hotel was built in 2009 in Menteng, Central Jakarta with a land area of 1500m², building area of 8413 m² containing 117 rooms with 11 floors with 2 basement floors with various facilities such as reception, 24-hour room service and cleaning, business center, outdoor swimming pool, laundry, taxi, shuttle bus, bar, and others. (Akmani Hotel). For this reason, the interior design of a boutique hotel must think about how to design a comfortable hotel, especially now that Jakarta is reportedly ranked 10th as of November 2023 as the most polluted country in the world at PM 2.5 (Bisnis.com, 2023) so that the use of plants can provide green accents and help circulate oxygen in the hotel from tourists who have done their activities outside with the interior design of a new concept that is attractive to foreign visitors, namely Minimalist Sustainable with the use of environmentally friendly and sustainable materials that have been considered of lifespan, reproducibility of the material source, and recyclability and a matching color palette to bring out a natural feel.

2. RESEARCH METHOD

The method used in this writing is qualitative descriptive by starting with a location survey and literature study. After that, it continues with the process of making concepts and implementing designs in hotel rooms. The first process is Site Survey where the author conducts observations and field studies at Akmani Hotel to find out the existing conditions of the building directly and then proceeds to create a design background regarding the current condition of Jakarta tourism. The second process is Literature Study where the author collects data related to the design of Akmani Hotel, namely physical and non-physical data and literature that can be searched from journals, news, magazines and so on.

Furthermore, determining problems from the survey results and finding solutions and design concepts. Followed by a search for hotel interior design references in accordance with the concept and solution of the problem. After that, the design implementation stage and the selection of the best design alternatives and the selection of quality materials that match the image of the Akmani Hotel image.

In a design process, a good collaboration between the designer and the assignor is needed in order to produce a design that is appropriate and innovative, the critical period is in the initial process of the client's and operator's design brief. It is very important for the design team to understand the needs and desires of the client by producing an appropriate design concept (Ismanto, 2017). Hotel interior projects have a fairly high complexity of problems, in this case the design team needs to understand the trends or design issues that are in accordance with its

development. There are 3 design issues that designers and assignors usually have to understand, namely: globalization, sustainability and universal design (Kilmer, 2014).

Through these 3 design issues, the design of Akmani Hotel Jakarta tries to raise the issue of eco-friendly material selection according to the needs and problems that have been analyzed. The results of the design will get feed back from respondents using a questionnaire to determine the success of the design in answering problems in the Akmani Jakarta Hotel rooms in accordance with the existing concepts and design issues.

3. RESULTS AND DISCUSSIONS

Hotel Akmani is a 4-star boutique hotel located in Menteng, Central Jakarta which was established in 2009 under the leadership of PT. Akmanindo Parma, a company focused on the hospitality industry headed by a local Indonesian. Hotel Akmani has a land area of 1500m², building area of 8413m², 117 rooms with 11 floors and 2 basement floors.

The vision of Hotel Akmani is "To be one of the best choice for guest in central Jakarta and Bali" while the mission is "To delight our guest everytime by creating memorable experience straight from our heart". Hotel Akmani's facilities include a 24-hour front desk, room service and cleaning, business center, outdoor swimming pool, laundry, taxi, shuttle bus, bar, and more.


Figure 1

Akmani Hotel Logo



The logo of Akmani Hotel uses geometric symbols and at first glance forms the symbol of the letters A and M, namely Akmani with a minimalist and modern impression. Based on the results of the analysis above, the image of Hotel Akmani is urban, modern, nature and eco-friendly, derived from the existing interior of Hotel Akmani which is environmentally friendly, effortless but classy so as to provide the best experience among them.

Table 2
Image Analysis Akmani Hotel

Analysis Component	Description	Keywords	Image
Profile	The international standard Boutique Hotel, providing a special experience and service, designed to combine luxury and simplicity with a contemporary design that adapts to Jakarta's urban lifestyle that attracts tranquility and comfort	<ul style="list-style-type: none"> - High Quality - Luxury - Simplicity - Contemporer - Relaxation 	<ul style="list-style-type: none"> - Luxury - Comfort - Simplicity - Contemporer
Corporate Identity	 Elegent Minimalism contemporer with gold and black lines	<ul style="list-style-type: none"> - Minimalism - Contemporer - Elegant - Gold and Black 	<ul style="list-style-type: none"> - Elegant - Modern - Contemporer
Location	Located in Jakarta, KH Wahid Hasyim Thamrin Street. Closed to landmark city of Jakarta, centre of activity, business centre, arcade centre and tourism	<ul style="list-style-type: none"> - Centre of Activity - Business - Landmark - Tourism 	<ul style="list-style-type: none"> - Urban - Modern - Business
Architecture	This hotel building takes the architectural typology of roadside coffee shop or restaurant with the aim of enlivening public activities and designed with an environmentally friendly system	<ul style="list-style-type: none"> - Typology - Public Activity - Sustainable 	<ul style="list-style-type: none"> - Urban - Eco Friendly
Vision & Mission	To be the best choice for visitore and create an unforgettable experience straight fram the bottom of the heart	<ul style="list-style-type: none"> - Cozy - Memorable 	<ul style="list-style-type: none"> - Comfort - Unique & Exclusive

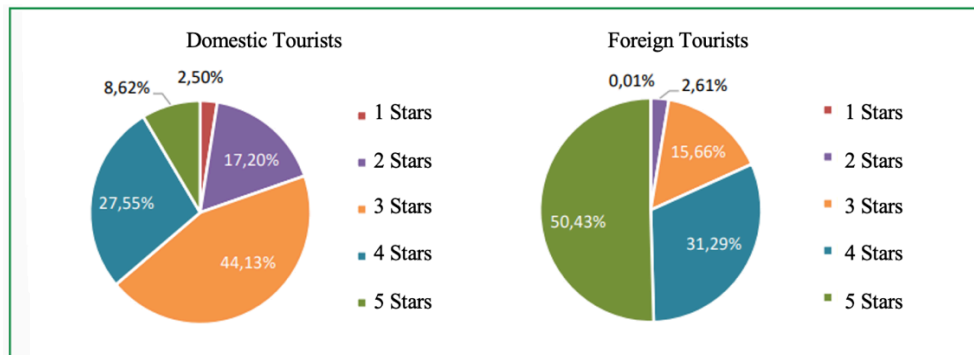
Based on the DKI Jakarta Provincial Statistics Agency in October 2023, the Room Occupancy Rate (TPK) recorded that four - star hotels ranked first at 59.93% with an average length of stay of 1.96 days as of August 2023 with the majority of foreign guests at 31.29% and Indonesian guests at 27.55% of other hotel classifications.

Table 3
Room Occupancy Rate of Star Hotels by Hotel Classification in Jakarta

Hotel Classification	Room Occupancy (%)			Changing (% points)	
	August 2022	July 2023	August 2023	August 2023 towards August 2022	August 2023 towards July 2023
(1)	(2)	(3)	(4)	(5)	(6)
1 Stars	32,93	29,17	29,35	-3,58	0,18
2 Stars	58,68	59,73	59,06	0,38	-0,67
3 Stars	54,59	55,37	54,57	-0,02	-0,80
4 Stars	55,17	56,18	59,93	4,76	3,75
5 Stars	54,83	55,81	54,18	-0,65	-1,63
Average	54,76	55,50	55,86	1,10	0,36

Figure 2

Proportion of Guests at Star Hotels by Type of Guest and Hotel Classification in Jakarta August



Hotel Akmani's Suite Room is 52m² and features a king-size bed, living area with mini bar and kitchen, bathroom with walk-in shower and bathtub. Activities carried out in this Suite Room are resting, relaxing and chatting. After conducting surveys and observations, it can be concluded that the interior design of the Suite Room of the Akmani Hotel is less attractive with the use of wall decorations that are less integrated with the image of the Akmani Hotel so that the theme of the interior design of the Akmani Hotel is The Urban Biophilic, presenting the elegant image of the Akmani Hotel with the concept of eco-friendly and the use of sustainable materials so as to reduce the consequences that can be detrimental to the climate. This approach aims to restore the life of urban communities with nature due to air pollution which has caused many physical and psychological health problems.

Biophilic design is an approach to natural elements and their environment into interior spaces that aims to create an environment that connects humans with nature, enhancing well-being, harmony and tranquility with the philosophy that the biophilic concept shows that humans need nature for physical and mental well-being (Kellert & Wilson, 1995).

Key features of Biophilic Design include: (a) Natural light, maximizing the use of natural light in interior spaces, thereby reducing the need for artificial lighting but also enhancing the whole atmosphere of the space to be more natural; (b) Indoor plants, the application of greenery into interior design to help improve air quality, enhance visuals and create a more natural feel; (c) Natural materials, using natural materials such as wood, stone, bamboo to give the impression of natural textures and patterns in interior design; (d) Biophilic patterns, using nature-inspired design patterns such as organic shapes or natural motifs such as leaves into furniture and decorative designs; (e) Views of nature, using water elements into the space such as the use of aquariums to create a calming atmosphere into the room; (f) Color palette, the use of natural colors inspired by nature such as earth tones to create a calming atmosphere in the room.

Sustainable design is a design process that significantly reduces the negative effects of interiors on the environment, i.e. interior design is designed in such a way that it can overcome all the impacts of functions, parts and elements on the global environment and create interior spaces that are environmentally friendly and healthy for its users.

According to LEED (Leadership in Energy & Environmental Design) there are 6 categories of sustainable design, namely: (a) Sustainable site development; (b) Efficient water consumption;

(c) Energy efficiency; (d) Material choice; (e) Indoor environmental quality; and (f) Innovation and design process (LEED, 2002).

Material saving includes 3 main steps namely flexible design, selection of eco-friendly furniture and materials that can be recycled and waste reduction, with modular and flexible design, reproducibility of material sources, use of durable materials that are resilient and easy to maintain and can be recycled. (Moxon, 2012). The most common materials used in sustainable interior design are wood paneling, natural stone, glass, metal and gypsum board. For flooring, there are several sustainable options such as wood, bamboo, cork, linoleum and rubber flooring, ceramic, concrete and stone.

The use of fabric as interior finishing is divided into 2, namely natural and artificial/synthesized. In general, fabric production and dyeing processes have a negative impact on the environment so the use of natural fabrics such as wool, hemp, felt, tencel, bamboo fibers and linen is more recommended.

The Suite Bedroom concept uses the concept of open space so that the room feels spacious without many restrictions for each division of space and zones with the use of minimalist design concepts and natural colors such as monochrome colors (white, black and ash) and materials such as wood and the use of vertical gardens that not only function as aesthetics that create a natural impression of nature into the room space but have the function of supplying O₂ oxygen so as to maintain and detoxify dirty air. Vertical garden is also an acoustic material because it can reduce noise by 15%. The acoustic system uses Glasswool material, an acoustic material made of fiberglass that is textured like wool / fleece so that it can absorb heat.

Figure 3

Bedroom Suite Interior Design Perspective

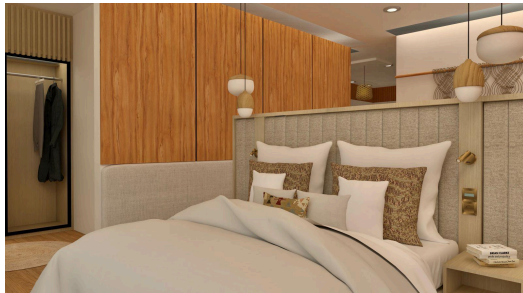


Figure 4

Bedroom Suite Lounge Area Interior Design Perspective



Figure 5

Pantry Interior Design Perspective



Figure 6

Living Area Interior Design Perspective

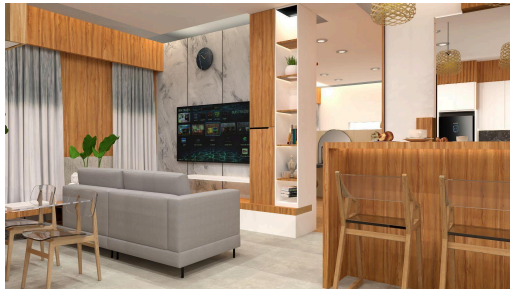


Figure 7

Dining Area Interior Design Perspective



For the concept of flooring using Polished concrete and SPC Flooring because both are eco-friendly materials where polished concrete is a recyclable and VOC-free material that creates non-toxic air to breathe, SPC has high elasticity, waterproof, fireproof, moistureproof, fire retardant, easy to clean to anti-insect and bacterial so it is suitable for use in hotel interior design.

The furniture uses HPL finishing, a material that has been certified by LEED, WELL, a certification that focuses on environmental impact and sustainability. HPL is a bio-based material, a material made from renewable resources so that it can be mentioned as an eco-friendly and sustainable material, the advantages of this material are easy to clean, not easy to scratch and has high durability. In the Pantry Area, the table top and backsplash use granite, which is a non-toxic and chemical material, has high durability so that it can be used for a long time, Granite is also a sustainable material and can be recycled.

Fabric such as bed linen uses Tencel fabric, an eco-friendly material made from wood fiber (Lyocell), a biodegradable material from cellulose wood powder. This Tencel material has

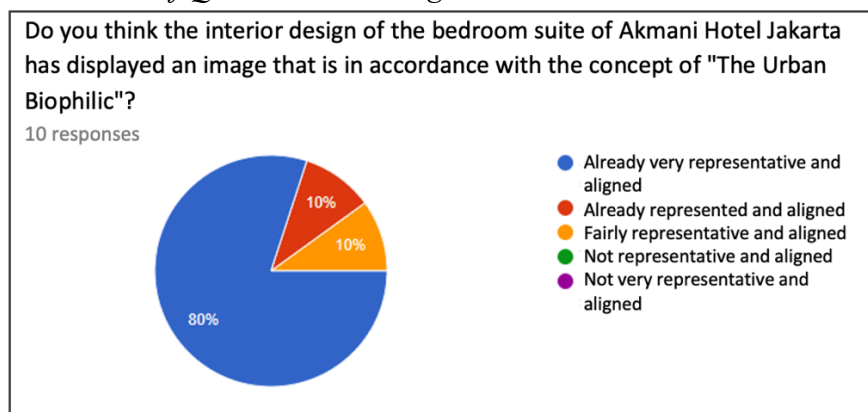
smooth and soft fibers with eco-soft technology making it a breatheable, cool, hypoallergenic material with good durability compared to other bed linen materials such as cotton.

On the partition between the Living room and Bedroom there is the use of macrame as a room decoration to add to the impression of natural space from the Biophilic concept itself, this Macrame is made of Hemp fabric, a material made from the skin of the Cannabis Sativa plant, one of the fastest growing plants with organic materials because it does not require pesticides and other chemicals. Hemp Fabric is biodegradable, and has the strongest resilience among other fabrics. Decorations such as chandeliers also use minimalist designs and wood textures with natural biodegradable materials such as rattan.

The author has distributed a questionnaire containing 5 questions to 10 respondents regarding their opinion on the concept of eco-friendly and sustainable in the interior design of Akmani Hotel and the following results:

Figure 8

The Results of Question Percentage



Based on the results of the questionnaire above, it can be concluded that respondents already know that there are many applications of eco-friendly materials in architecture and interior design today and the use of eco-friendly materials can have an influence so as to create a natural interior atmosphere. And all respondents agree that the design concept of "The Urban Biophilic" has achieved its goals and the image of Akmani Hotel.

4. CONCLUSION AND RECOMMENDATION

The interior design of Akmani Hotel with the theme concept of The Urban Biophilic and Minimalist Sustainable design concept that displays a new image of Akmani Hotel, urban, modern, nature and eco-friendly. This design is focused on the Biophilic concept which adheres to an eco-friendly and sustainable system so that it uses materials that have a long lifespan, are non-toxic, easily recycled and reduce harmful consequences for the environment.

With this concept, it is expected to support the reduction of environmental waste and support the comfort of Akmani Hotel visitors who are stress-free by bringing the natural environment into the interior space and the use of sustainable materials that can be directly felt by visitors with this Biophilic concept which is different from other hotels in Jakarta.

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