

HARMONIZATION OF BETAWI CULTURE AND LUXURIOUS INTERIOR OF THE 5 STAR HOTEL INDONESIA KEMPINSKI JAKARTA

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ABSTRACT

As the capital of Indonesia, DKI Jakarta has its own charm for tourists with a variety of cultures and tourist attractions, including educational, entertainment and natural destinations. This diversity is in line with the many accommodation options, such as star hotels in Jakarta. Star hotels are the main favorite for tourists to stay overnight temporarily. Hotel Indonesia Kempinski is one of the famous 5-star luxury hotels in Jakarta that provides high-quality services and facilities. The foundation of this research is how the application of Betawi culture combined with the luxury of 5-star hotel interiors. By using a qualitative descriptive method, this research aims to provide a unique stay experience with an interior that combines Jakarta's cultural identity and European luxury from the application of materials, shapes and colors in space-forming elements and furniture or space fillers. Based on the results of the synthesis analysis in the design process, the theme concept of The History of Elegance was chosen as a solution to combine Betawi culture with the image of a 5-star hotel, combining two traditional elements with modernization into the image of a 5-star Kempinski hotel in the city of Jakarta. Betawi culture as a representative of the history of Jakarta is represented by Kembang Goyang motif with the Coconut Flower pattern from the Betawi Ondel-ondel which is implemented with a modern design style and the use of materials that give the impression of luxury in a 5-star hotel. The results of the questionnaire evaluation and focus group discussions showed that 90% of respondents stated the suitability between design problems, concepts, and final results, confirming the success in achieving the desired harmony, even though it was designed in a more modern style.

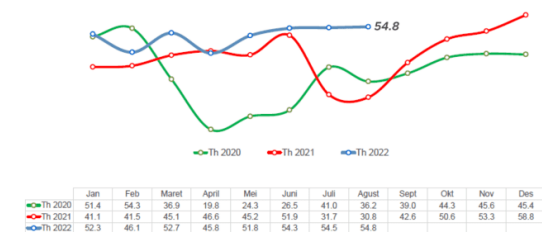
Keywords: harmonization, betawi culture, luxury, 5 star hotel, jakarta

1. PRECAFE

As the capital of Indonesia and the center of government and economy, DKI Jakarta has its own charm for tourists. Various tourist attractions can be found in Jakarta, including educational, entertainment and natural attractions. The diversity of tourist attractions is also balanced by the many accommodation options in the form of hotels in DKI Jakarta (Jakarta BPS, 2022). Star hotels are the main favorite of tourists to spend the night temporarily. In August 2022, the average occupancy rate (TPK) of star hotels in Jakarta reached 54.8% (Figure 1).

In addition, there was a significant increase in five-star hotels by 6.3%, making five-star hotels an increasingly desirable choice for travelers. The addition of luxurious facilities, quality services, and unforgettable stay experiences in five-star hotels has attracted tourists to seek a more special and exclusive stay experience (Jakarta BPS, 2022). With the increasing percentage of five-star hotel TPK, it can be interpreted that tourism in Jakarta is experiencing positive developments. The significant increase in five-star hotel TPK also provides encouragement for the tourism and hospitality industry to continue improving the quality of services and facilities.

Figure 1
Star Hotel TPK Development



One of the most popular five-star hotels for both foreign and Indonesian guests is Hotel Indonesia Kempinski. Hotel Indonesia Kempinski is one of Jakarta's renowned luxury hotels with high-quality services and facilities (Kempinski, 2023). The hotel features an iconic view of the HI Roundabout, which is one of Jakarta's famous center points. Based on the consideration of Jakarta's competitiveness as a dynamic and competitive urban center, quality and international standard hotel facilities are needed as an integral part of efforts to improve Jakarta's competitiveness. As one of the historical hotels in Indonesia, Hotel Indonesia Kempinski must continue to exist and survive in the fierce competition in the hospitality industry (Steven, 2020).

A culture has a close relationship with society. Jakarta, as the center of economic and business activities, is highly competitive, however, it is also important to maintain a balance by preserving its rich culture. Historic hotels in Jakarta can be a bridge between the past and the present, creating a stay that is not only luxurious but also introduces guests to the beauty and rich culture of Jakarta.

Based on the preliminary discussion above, the objectives of this design are to:

- (a) Creating a 5-star hotel that has a comfortable and luxurious environment for guests and hotel staff, by providing optimal quality and modern facilities according to guest expectations and improving staff welfare through the work environment and creating a hotel that suits the character of users for business and relaxation needs ;
- (b) Designing a hotel that reflects the identity of Hotel Indonesia Kempinski Jakarta, emphasizing the cultural heritage of Jakarta, namely the use of betawi motifs by combining modern, classic and luxurious European-style concepts ;
- (c) The implementation of the concept and scope of the interior design of Hotel Indonesia Kempinski Jakarta will be limited to the public areas of the lobby and ground floor lounge which represent the face of the hotel (Ismanto et al., 2020).

2. RESEARCH METHOD

According to Soehartono (2000) research methods refer to comprehensive steps or strategies in collecting the necessary data. This research used a qualitative approach with a descriptive approach. Hotel Indonesia Kempinski became the location of the research, which consisted of several stages, namely literature search, interview, and observation. This research uses a qualitative approach because the focus lies on the concept of interior design, an aspect that cannot be measured numerically. Data collection techniques involved interviews, observation, and document analysis. Data reduction was used to analyze the interior design of Hotel Indonesia Kempinski using Pile's (2003) theory of analysis.

The interior design analysis includes aspects of function, structure, material, and visual expression. Functional aspects include room dimensions and shape, furniture placement and selection, circulation, lighting and acoustics. While on the material aspect, the analysis involves material selection, durability, comfort, installation quality, cost, and safety considerations. The expression analysis focuses on the character and atmosphere of the room, the expression of time, the character and quality of materials, and the prominence in the design. To recognize the concept at Hotel Indonesia Kempinski, the data was reduced using the theory from the journal entitled "Conceptual Approach in Interior Design Process" (Santoso, 2005). The interior design process involves five stages, starting from the understanding that design is a manifestation of symbolic and cultural values, to the resolution of technical problems and the application of economic values. By using this method, it is expected that careful analysis and creative synthesis will result in effective solutions that meet the needs of users. The evaluation stage is also important to ensure that the final design meets the set standards and solves the problems encountered in this design project. In the final stage, questionnaire data will be given to respondents to serve as feedback from the design results that have been done to determine the suitability of the concept of harmonizing local culture with hotel luxury in the interior lobby & reception of Hotel Indonesia Kempinski, Jakarta.

3. RESULTS AND DISCUSSIONS

Harmony is an important design principle and should not be ignored by a designer. In the design process, harmony includes the harmonious relationship between various elements or design elements to achieve the same design goal. The definition of harmony in design states that the elements should look harmonious and fit together (Yusmerita, 2007). Unity (Harmony) in design is created through the selection and arrangement of objects or concepts, where harmony and harmony between the components of an object or between objects and other objects can be achieved through the adequacy of each design element that makes it up. Harmony is an art principle that produces an impression of unity through the selection and arrangement of objects and ideas (Space, 2020). According to Widarwati's view, harmony refers to the unification of diverse design elements, so that although different, each part can form a unified whole (Widarwati, 2000). In the context of design, harmony can be achieved through various elements such as line, shape, size, texture, color, and ideas. The harmony between these elements is the key to creating a harmonious whole. Thus, harmony in design refers to the similarity, compatibility, and harmony between different elements, creating a harmonious impression within a design. Basically, the initial idea in this design is aimed at Hotel Indonesia Kempinski which is located in the center of Jakarta. Hotel Indonesia Kempinski is located on Jl. MH Thamrin No. 1, Central Jakarta City, Indonesia. Hotel Indonesia Kempinski is one of the famous luxury hotels in Jakarta by providing high quality services and facilities. In addition, it is also one of the first hotels built in the city, so it has a very valuable historical value and offers a different experience.

In this design, the Hotel Indonesia Kempinski facility that is designed is the Hotel Lobby. According to Elvinaro and Soemirat (2003: 87), the lobby is an area that has a role as a public relations place to develop positive relationships between an agency and the general public or public. Has a role as a place of public relations to develop positive relationships between an agency and the general public or public. The hotel lobby is often a place where guests, customers, or related parties can meet, interact, and carry out business processes. This could include activities such as formal meetings, business negotiations, or other important discussions relating to hotel operations or business deals related to the hospitality industry.

Description of the Design Object

This design site is located in the city of Jakarta, precisely in the center of Jakarta which is located on Jl. MH Thamrin No. 1, Central Jakarta City, Indonesia. The hotel is adjacent to landmarks and historical places such as the National Monument (Monas), Merdeka Square, and the Ministry of Finance Building. In addition, renowned shopping centers such as Plaza Indonesia and Grand Indonesia are also just steps away from the hotel, providing convenience for guests who wish to shop or dine.

Figure 2

Location and façade of Hotel Indonesia Kempinski



The Hotel Indonesia building was designed by Sorensen (figure 2), following the shape of the letter T so that hotel guests can enjoy a wide view of the capital city and get warm sunlight in every room, has 289 rooms on 15 floors. The hotel features an iconic view of Bundaran HI, which is one of Jakarta's famous center points (Hakim, 2003).

Ideas and Solutions

In this design, the aim is to bring together the key elements of the image analysis, creating a space that not only combines luxury with the richness of local and European culture, but also displays the harmonization of Jakarta's local culture, especially the richness of Betawi culture. The design intends to reflect elegance in a modern business atmosphere, while remaining true to international historical values.

Every detail in the space strives to be a manifestation of authenticity, uniqueness and historical values of an international nature. In addition, the design also strives to maintain the aspect of sustainability, which is the basis of this design concept. By adding a touch of elegant luxury to the interior lobby of Hotel Indonesia Kempinski, the design aims to create an atmosphere that not only reflects the elegance of modern business but also reinforces Jakarta's local cultural identity, particularly Betawi culture, as an integral part of the visitor experience.

Design Style and Theme

The design style applied in this design is "Fusion Design" between Modern Classic style combined with Indonesian Heritage and traditional style, incorporating the keywords mentioned earlier. The "Modern Classic" design style is a concept that combines classical elements from European architecture and interior design with a modern touch and innovation will represent the luxurious of Hotel Indonesia Kempinski. The aim is to create elegant and beautiful spaces while maintaining a connection to Europe's cultural and historical heritage, but remaining relevant to contemporary tastes and needs. The style emphasizes harmony between the past and the present, respecting local elements to create authenticity and enrich cultural diversity.

Table 1

Resume of image analysis

<i>Image Analysis</i>		<i>Shyntesis</i>	
Luxury	Business	International	Modern
Local	Modern	Sustainable	Europe
Europe	Authentic	Historic	Local
Elegant	Unique		Historic
			Elegant

The design theme for the lobby of Hotel Indonesia Kempinski is "The History of Elegance". The theme aims to create a space that is not only elegant and luxurious, but also presents a unique experience that illustrates local beauty and authenticity in interior design, while highlighting the historical beauty of Jakarta with timeless European splendor. Within this theme, there are design elements such as furniture with elegant details, high-class furnishings, and the use of high-quality materials. The color palette used tends to be neutral with seductive accents, creating a warm and luxurious atmosphere (Tendean et al., 2021). To display the impression of Betawi culture, the shape composition used in this design comes from kawung batik, which is one of Betawi's cultural heritages. This motif produces unique geometric patterns, which are then simplified into more abstract geometric shapes as shown in Figure 2. The hotel lobby is also planned by adopting decorative patterns that resemble coconut flowers, inspired by traditional Betawi crafts (figure 3). The motifs and patterns will be used on room-forming elements such as walls, furniture, and decorative elements of the room as shown in Figure 5.

Figure 3

Kembang Goyang and Kawung motif decorative elements source: Author, 2023



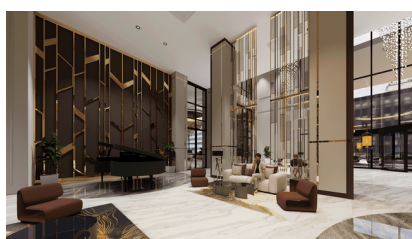
Figure 4

Decorative elements Kembang Kelapa pattern source: Author, 2023



Figure 5

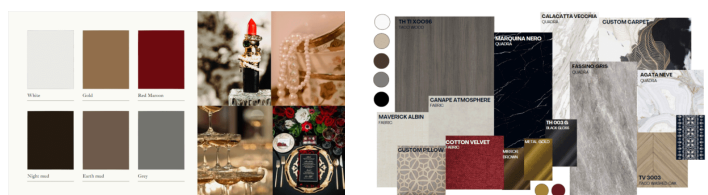
Application of Kembang Kelapa pattern decorative elements source: Author, 2023



The interior of the Hotel Indonesia Kempinski lobby uses marble and granite stone materials combined with dark wood which is characteristic of Betawi residences. The application of color in the design of the hotel lobby uses bright Earth Tone Colors such as beige, beige and a touch of golden color to strengthen the glamor element in the room, as well as maroon as an accent. The maroon color is taken from the color of the Hotel Indonesia Kempinski logo. The use of this color creates a warm, luxurious and elegant impression. Related to the natural color palette (earth tone), the colors in Betawi batik also have a balanced feel.

Figure 6

Color and materials concept of Kempinski Hotel Jakarta source: Author, 2023



The use of materials in this design refers to local materials such as wood finished with hpl, using gypsum finished with paint, marble tiles and granite, to build an elegant, luxurious and clean design image. These materials are paired with other materials such as iron, gold, glass, HPL, and fabric. These materials are applied to room-forming elements such as floor, wall and ceiling.

Most of the hotel lobby area uses Quadra Marble Look marble, CALACATTA VECCHIA (320 X 160 cm) and FRASSINO GRIS (320 x 160 cm) and also uses a custom carpet with abstract gold motifs (figure 7). In designing the walls for the hotel lobby, various materials such as gypsum partitions, iron (metal), and glass were used. The wall design uses wall modulation, fabric patterns and simplified geometric motifs of coconut flowers (figure 8). The ceiling is designed using down ceiling with circular and rectangular shapes, and the materials used are gypsum and black glossy stretch ceiling (figure 9).

Figure 7

Lobby Layout of Kempinski hotel Jakarta source: Author, 2023

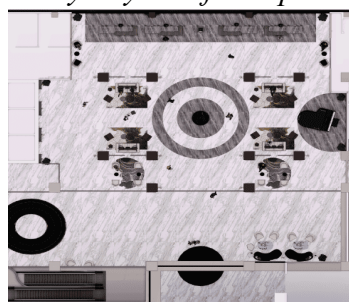


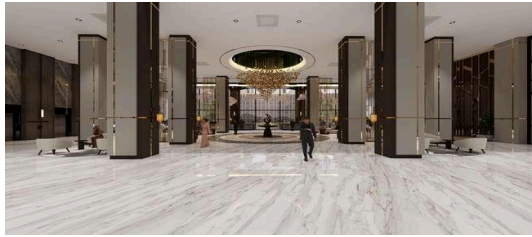
Figure 8

Lobby elevation of Kempinski hotel Jakarta source: Author, 2023



Figure 9

Lobby Perspective of Kempinski hotel Jakarta source: Author, 2023



Lighting System

The lobby of Hotel Indonesia Kempinski adopts artificial ventilation by using a central air conditioner mounted on the lobby ceiling. For lighting, the system optimizes daylighting and makes use of artificial lighting. Natural lighting dominates this design as it applies the open space principle with many large openings, such as glass walls, and minimizes the use of high wall partitions. The partitions used are massive, facilitating the entry of light into the space. The lobby is designed to give a luxurious feel through the selection of high-quality furniture and decorations. Classic and modern touches to the interior design create an elegant and alluring atmosphere, providing a special experience for hotel guests. In addition, design elements such as classy furnishings, well-planned lighting, and warm color shades are carefully selected to create an atmosphere suitable for business meetings and negotiations. Comfortable and functional seating areas are neatly arranged, ensuring guest comfort during waiting time or in business activities that require a formal atmosphere as seen in figure 10.

Figure 10

Perspective of Hotel Lobby source: Author, 2023



Based on the evaluation of the questionnaire results and through focus group discussions with the participation of additional resource persons such as students, interior designers, and academics, it can be concluded that as many as 90% of respondents stated the suitability between the problems in the design, the design concept, and the final result that can be easily understood by users. The results of the questionnaire can be seen in Figure 11, 12 and 13.

Figure 11

Questionnaire no. 1 and no. 2 result source: Author, 2023

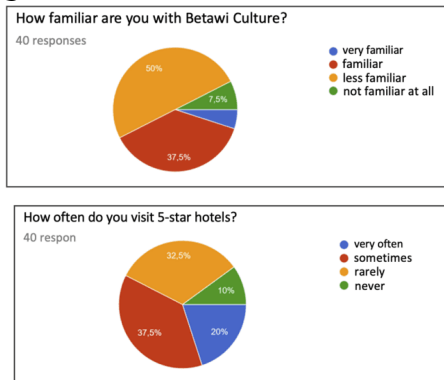


Figure 12

Questionnaire no. 3 and no. 4 result source: Author, 2023

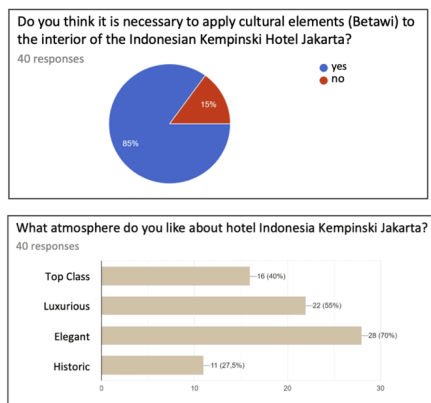
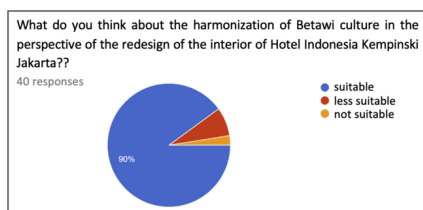


Figure 13

Questionnaire no. 5 result source: Author, 2023



4. CONCLUSIONS AND DISCUSSION

This research was conducted in response to the increasing occupancy rate of 5-star hotels, which encourages the hospitality industry to continuously improve their quality and facilities. The focus on the hotel lobby reflects its important role as the first area seen by guests, where the harmonization of Betawi culture and luxury is realized through neoclassical design.

The design not only pays attention to aesthetic aspects, but also ensures high functionality, creating a space that is not only beautiful but also efficient for business purposes. With a blend of

luxury and formal work, the lobby is a reflection of the exclusive and professional image desired by Hotel Indonesia Kempinski.

Its clear design objectives, which are to create a comfortable and luxurious environment, improve the quality of facilities, and reflect the identity of Hotel Indonesia Kempinski, are key strengths. However, like many design studies, limitations arise in empirically measuring the effectiveness or success of the design. Subjective evaluations are difficult to measure objectively. As a suggestion or recommendation, future research could include further assessment of the guest experience by involving interviews or surveys to measure guest satisfaction with the proposed harmonization of culture and luxury.

Acknowledgement

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