

MODERN LUXURY IMAGE IN THE DESIGN OF LOBBY MH HOTEL JAKARTA

Jovanly Valyssa The¹, Fivanda², & Fabianus Hiapianto Koesoemadinata³

¹ Undergraduate of Interior Design, Universitas Tarumanagara, Jakarta

Email: jovanly.615200013@stu.untar.ac.id

² Faculty of Visual Art and Design, Universitas Tarumanagara, Jakarta

Email: fivanda@fsrd.untar.ac.id

³ Faculty of Visual Art and Design, Institut Kesenian Jakarta, Jakarta

Email: fabianus@ikj.ac.id

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ABSTRACT

Hotel is a type of accommodation that provides lodging services and facilities for the community. A business hotel is a hotel designed to meet the needs of business people, usually located in urban areas and offering facilities such as meeting rooms and business centers. Jakarta already has a variety of hotels, especially business hotels. One of them is MH Hotel, located on Kuningan Street, West Jakarta. The increasing number of business hotels has created competition, making it necessary for MH Hotel to update its facilities, particularly the interior, to remain attractive and easy to maintain. This design and research aim to create an atmosphere of luxury and calm with the theme The Tranquility of Luxurious City. The concept combines elements of luxury and urban style applied to the lobby, aligned with the image of MH Hotel. The design process uses eight stages of the design method, supported by literature studies and field observations. The proposed lobby interior presents a glamorous atmosphere with dominant dark colors, reflecting a sense of exclusivity. With the upper-middle-class market as the target, the interior design emphasizes elegance and sophistication. The design is also consistent with the MH Hotel logo, which features black tones and an upward shape that symbolizes formality, firmness, and luxury. In addition, the design prioritizes user comfort—both physical and psychological—while also ensuring cleanliness and safety. These aspects not only enhance the guest experience but also strengthen MH Hotel's image as a modern business hotel that balances functionality with an elegant atmosphere.

Keywords: hotel, interior, lobby, luxury, modern

1. PREFACE

The pandemic in 2020 has a very significant impact, especially on the country's economy. One of the business segments affected by the pandemic is the tourism industry which includes the hospitality sector due to restricted activities. But over time, the pandemic began to move towards an endemic and community activities returned to normal, business and tourism activities began to move back to normal.

MICE (*Meeting, Incentives, Conference, Exhibition*) is one of the sectors or activities that have had a major impact during the pandemic because these activities prioritize interaction, while during the pandemic interaction is reduced. However, as the pandemic period moves towards endemic, MICE activities are said to be experiencing positive growth. Of course, this is very positive news because MICE activities are one of the important instruments to accelerate national economic recovery after the pandemic (Susanti, 2023).

MICE activities trigger an increase in foreign and domestic visitors, so that the performance of the tourism industry and the hospitality sector also increases. With the great potential of MICE activities, hotel industry players, especially business hotels, which are one of the accommodation facilities for MICE activities and resting places, are competing to be superior to competitors by making updates, especially in the interior in the hope of attracting foreign tourists or business people to come to organize MICE activities or other activities or just stay. Business hotels are a type of hotel that meets the needs of business people. These hotels are often located in urban

areas and offer facilities such as meeting rooms, business centers, etc (Zhukova & Zhukov, 2022).

Currently, the city of Jakarta already has a variety of hotels, especially business hotels, one of which is the MH Hotel located in the Kuningan area, West Jakarta. The hotel, which was first opened on March 22, 2006, is a hotel with a strategic location, which is in the center of the economy or commonly known as the position of the golden triangle of Jakarta. MH Hotel itself does not escape the competition in the hospitality industry, the number of business hotels popping up is one of the reasons MH Hotel needs an update, especially in the interior to be able to stay competitive.

Brand image is the visual expression of a company's values and mission. *Brand image* includes various elements such as logo, color palettes, typography, visual style, slogan, sound, and tone. Together, these elements form a brand's unique identity, helping to convey the right image to consumers and differentiate the brand from its competitors (DeBara, 2025).

A good interior design should consider many aspects that provide comfort to its users. When it comes to interior design, brand image plays an important role in creating an attractive atmosphere that is consistent with your brand identity (DeBara, 2025), here are some important points for interior design based on brand image:

- (a) Brand Representation: The brand image represents the brand as a whole and is generated from previous information and experiences. In interior design, the brand image should express the brand identity effectively and attractively;
- (b) Consistency: The interior design should be consistent with the brand image being created. This includes the use of colors, designs, and elements that represent your brand identity;
- (c) Inspiration: Brand identity can inspire your interior design and create an appealing ambience and comfort;
- (d) User Experience: A good interior design should make users feel comfortable and welcome. This includes comfort, security and facilities that facilitate interaction with the products and services offered;
- (e) Engagement: An attractive interior design that aligns with your brand image can help increase customer loyalty and create a beautiful and cozy atmosphere (Mutiara & Kristina, 2020).

Brand image is very important in interior design because it strengthens corporate identity, creates a consistent impression, and can influence consumer behaviour. In the business world, corporate identity is essential to differentiate your brand from competitors. One way to build corporate identity is through unique and stylish interior design (Jeff, 2023).

Interior design that reflects the brand image can help strengthen the company's brand image and create an atmosphere that matches the brand. This can be achieved by using colors, designs, and elements that match the brand identity (Vinoti, 2024). In addition, interior design that enhances brand image can also influence consumer behaviour. Brand image can create an environment that evokes certain emotional responses, ultimately increasing sales and customer satisfaction (Lahap et al., 2016). It can provide successful growth in the hotel business.

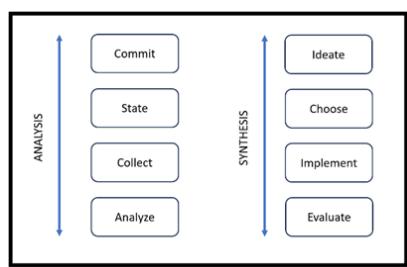
The design of MH Hotel is done with a focus on the brand image and logo of the hotel itself (Munawaroh, 2015). Provide the glamour atmosphere as a special characteristic of MH Hotel

Jakarta. Designing with modern and luxury that displays a luxurious impression in accordance with the image of the hotel, especially in the hotel lobby.

2. RESEARCH METHOD

The method used in designing is the design method according to Kilmer & Kilmer (2014). The method in this design uses the design method that consists of commit, state, collect, analyze, ideate, choose, implement and evaluate (Kilmer & Kilmer, 2014). In addition to the design method, this research uses a qualitative method with a case study approach regarding MH Kuningan Hotel.

Figure 1
Design Method



The research was conducted with data collection techniques such as literature studies and field observations, namely reviewing directly to the MH Hotel, Jakarta. Qualitative research qualitative method by starting at the observation stage, observation at the actual location, analyzing the needs and activities and images of the research object. Qualitative data is obtained from conducting field observations and interviews to ensure the clarity of the data collected. According to the book "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" Creswell & Creswell (2017), qualitative research encompasses several fundamental steps.

3. RESULTS AND DISCUSSIONS

Project Data and Brand Image

Hotel MH Jakarta is a five-star business hotel located on Jl. Prof. Dr. Satrio, Kuningan South Jakarta. The hotel was first opened on March 22, 2006, with an owner named Mr. Luhur Wibowo Hidayat. Hotel MH is inspired by the city of MH which mixes modern and city views (Firdianto, 2010).

Hotel MH is a hotel that displays a *glamorous* atmosphere with dominant dark colors in the interior, with the target market of the upper middle class, the atmosphere in the interior is suitable for use. The MH Hotel logo with black color and a shape that illustrates a building that rises upwards is one aspect that shows that the MH Hotel itself has a formal and firm image and gives the impression of luxury and elegance.

Figure 2
Logo of MH Hotel Jakarta



Interior design is the planning, layout and design of space in a building that can function to fulfill basic needs. A building that can function to fulfill basic needs as a shelter. Interior design can also affect the mind, mood and character of the owner, therefore interior design has the following objectives has a goal, which is to improve functionality, aesthetics and improve the psychological and quality of life in a room (Ching & Binggeli, 2018).

The Implementation of a luxury style that uses the dominance of dark color with gold accents and prioritizes functionality and straight line elements in decorations and other elements. A style that gives the impression of luxury, elegance and glamour which is the image or brand image of MH Hotel. MH Hotel is a business hotel and has a 5-star rating. A business hotel is a type of hotel that caters to the needs of business travelers. These hotels are often located in urban areas and offer facilities such as meeting rooms, business centers, and high-speed Internet access such as meeting rooms, business centers, and high-speed Internet access. Hotels are designed to provide a comfortable and convenient environment for business travelers to work and hold meetings. These hotels often have a more formal atmosphere than resort hotels and may offer services such as dry cleaning and room service to accommodate guests' busy schedules. Some business hotels may also offer special rates or packages for business customers or frequent traveling customers(Zhukova & Zhukov, 2022).

The vision of Hotel MH Jakarta is to provide travelers with timeless sophistication and build customer loyalty, to differentiate Hotel MH from other competitors and to gain maximum market share. The mission of Hotel MH Jakarta is to build Sunlake Group of Hotels' own brand image platform in Indonesia and to build prestigious recognition in the hospitality industry.

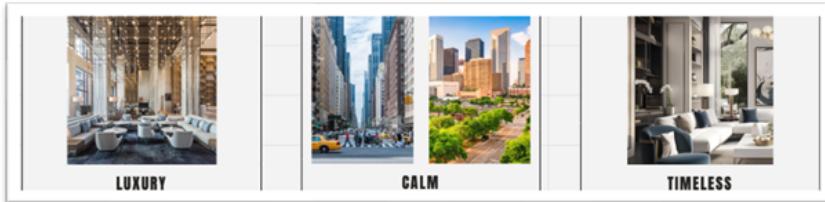
Concept of Image

The image of MH Hotel Jakarta is taken from several information obtained through analysis of hotel identity, hotel location, hotel visitors, vision and mission of MH Hotel Jakarta. The results of the analysis obtained several keywords. Keywords that are colored red and then summarized into:

- (a) Luxury: Achieved by reflecting luxury in the interior of a 5-star hotel in line with the hotel brand;
- (b) Urban: A design that reflects the urban atmosphere where MH Hotel Jakarta is located in an urban area;
- (c) Timeless: Design with elements that provide a long lasting atmosphere.

Hotel MH is located in Jakarta, the capital city and center for business. The theme Tranquility of The Luxurious City depicts a calm and comfortable atmosphere amidst the hustle and bustle of urban life. In addition, a calm atmosphere can also create a comfortable and peaceful situation for visitors who want to do activities. A calm atmosphere that can be applied to the use of neutral colors and comfortable lighting.

Figure 3
Moodboard



The concept of the theme used in the design of MH Hotel Jakarta is modern and luxury, which is a style that reflects the impression of luxury and the use of dark colors with gold accents. Modern style by prioritizing functionalism and the use of neutral colors and straight line elements in decorations and other elements in space.

The theme used refers to the Tranquility of The Luxurious City where this concept offers a calm and comfortable atmosphere in the middle of the city crowd. The theme is applied by reflecting the luxury and tranquility where MH Hotel itself is in the middle of the city crowd. Serenity is applied through the use of warm colors and organic shapes.

Implementation Design

The design of the lobby at MH Hotel Jakarta uses a floor with marble material with dark colors with a simple vein pattern. Walls with the use of wall panels with HPL (high pressure laminate) finishing with dark wood motifs and the use of paint duco with the dominance of dark colors with gold accents at several points so as to display a luxurious and glamorous atmosphere in the room.

The design of wall panels in the lobby with a gold finishing frame and the use of moru glass which illustrates the buildings that rise to the top in accordance with the image of the MH Hotel logo and in accordance with the location of the hotel where the hotel is surrounded by tall buildings. The materials used in the design are also materials that are scratch-resistant, fire-resistant and heat-resistant (Ching & Binggeli, 2018). Materials in space-forming elements:

- (a) Floor: The design of the space at MH Hotel Jakarta uses marble with colors such as white, cream, and ash with a simple and not excessive pattern. The use of terrazzo floors at several points as a prominent accent in the room;
- (b) Wall: The concept on the walls of the room uses wall panels with finishing HPL (high pressure laminate) with wood motifs and paint duco with neutral colors. In addition, the use of marble and onyx stones as room accents reflects the impression of luxury in the room;
- (c) Ceiling: The ceiling in the design of MH Hotel Jakarta uses the concept of up-ceiling and down-ceiling with HPL finishing and paint that display a dynamic and luxurious impression and are easy to clean so that they are efficient (Ching & Binggeli, 2018).

Figure 4

Material and color scheme

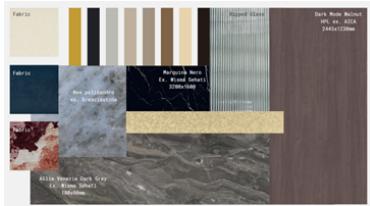


Figure 5
Design of the lobby view



The use of furniture that has a simple shape by using accents in shape, color and details on the furniture. The combination of geometric and organic shapes in the space that gives a firm but not excessive impression. Using fabric materials that are easy to clean and comfortable to use on furniture to increase efficiency and comfort (Ching & Binggeli, 2018).

Materials are also used with various textures and patterns so that the furniture is not too plain (Livia et al., 2021). There are also ornamental plants at several points to create a fresh atmosphere and increase comfort, the plants used are plants that are easy to maintain and can filter the air well so that the air in the lobby area is healthy and safe for visitors to consume considering that the air in urban areas is not entirely good for consumption.

Figure 6
Lighting design of the lobby



Figure 7
Lighting design of the lobby



Figure 8
Implementation design of the lobby



Figure 9
Front of the lobby



In addition, the use of lighting in the form of chandeliers that become a focal point in the lobby that gives a glamorous impression on the room (Ismanto & Indrawan, 2020), using wallwasher lights at several points to display a luxurious and dynamic impression. Wall-panels that use elements of straight lines upwards illustrate the towering buildings that are in accordance with the image of the MH Hotel logo itself (Giovani & Taufiq, 2023).

4. CONCLUSIONS AND RECOMMENDATIONS

The design of MH Hotel Kuningan is a redesign with the aim to survive in the competition of the hotel industry where many new hotels are emerging. MH Hotel is a hotel that has been established since 2006 which is located in a strategic position, namely the position of the golden triangle, the center of the economy. The design of the MH hotel lobby is tailored to the brand image of the MH Hotel with a modern luxury style that creates a glamorous atmosphere in the room. The use of dark dominant colors and gold accents to accentuate the impression of glamor and the use of dark wood motif accents as a luxurious impression on the room. There are also wall panels that are made perpendicular to the top in accordance with the image of the MH Hotel logo and the location of the hotel which is surrounded by tall buildings. The materials used are durable and easy to clean so that they are efficient.

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