

Arrangement interior Design on Serela grand hotel in Makassar with the idea of the traditional concept tourism and business

Adi Wardoyo and NoraisyahZakiah Reza

JL.Raya Teknik Kimia Sukolilo-Surabaya 60111.Indonesia

Interior Design Department, Faculty of Civil Engineering and Planning,
InstitutTeknologiSepuluhNopember Surabaya (ITS)

E-mail: wardoyoadi@interior.its.ac.id

Abstract

Sulawesi is one of the Island in Indonesia that has been incredibly increasing in the past view years, starting from the agriculture, industries, facilities and especially the business economy side. Sulawesi has also great histories for its culture, culinary, nature and social. Makassar, is one of the biggest city in Sulawesi which is now an important role not only domestic but also international business and tourism part. Grand Serela is a new business hotel that is opening soon in the Central Makassar in South Sulawesi. Located in the central place in the business city that is also in a tourism Island, this hotel will be designed with Sulawesi's traditional concept as the tourism business object. So this hotel can brings both business and tourism at the same time. The method design includes the collecting data through interview with the previous interior architecture, questionnaires and literatures. After the collecting, it is all analyzed and appropriated with the needs, function and solving problems of this 3 star business hotel. The main concept in the Grand Serela, Makassar design is to bring the local traditional style that is packed and transformed in a modern way, to keep it simple and neat, reminding most of the consumers are businessman/woman.

Keyword: Interior Modern, Sulawesi, Hotel, Business, Tourism

1. Introduction

Indonesia is the largest archipelago country that has more than 17500 Islands with white sandy beaches. Indonesia supports the second high-test level of biodiversity because it's size, tropical climate and archipelago geography. Indonesia has a total population of more than 215 million people from more than 200 ethnic groups. Indonesia is such a great rich country but somehow the highlight of Indonesia in the world isn't evenly. For example, people tend to know Bali when they hear about Indonesia. Whereas, Bali is just a little piece of heaven of Indonesia.

Sulawesi is one of the Island in Indonesia that has been incredibly increasing in the past few years, starting from the agriculture, industries, facilities and especially the business economy side. In the south of Sulawesi, is it the central of East Indonesia which makes South Sulawesi an important destiny for the all aspects. Having an important role for the business economy. In the past 5 years, according to the central base, the visitors of South Sulawesi has been increasing each year and will be increasing not only for the locals one but also international.

Beside the development side, Sulawesi has a great history for its culture, culinary, nature and social. To discovery that side, it takes distances and times. Whereas the visitors, which are mostly businessman/woman, has limit time.

Grand Serela is a new business hotel that is opening soon in the Central Makassar in South Sulawesi. A hotel that is designed to represents the whole part of Sulawesi for the consumers. Located in the central place in the business city that is also in a tourism Island, this hotel will be designed with Sulawesi's traditional concept as the tourism business object. So this hotel can brings both business and tourism at the same time.

A. *Theme and Title*

The definition from the title "Interior Design of Grand Serela Hotel, Makassar with the Sulawesi Traditional Concept as the Business Tourism Object" is to answer the human and interior problems about the design and the supporting elements in the Lobby, Standard Bedroom and the Restaurant of Grand Serela Hotel, with using the Sulawesi Traditional Concept and also having another use as the business tourism object for the consumers.

B. *Purpose and Advantages*

1. To keep the local products and traditional of Sulawesi in the middle of the development of modern and technology in Makassar
2. To allow the consumers of the business hotel to feel the whole culture yet to introduce them the other side of Sulawesi. One place but could feel like being in several places in once.
3. To increase and maintain the cultures of Sulawesi
4. To increase the economy social with providing a suitable business hotel
5. To offer some new alternatives designs that is expected to be memorable, gives education about the local culture, gives a nice proper place to have business but yet also a comfortable place to have some rest.

C. Problems

1. Identification Problem

Sulawesi as an Island with many tourism places and also unique local culture. The development business in Sulawesi has been very increasing especially for Makassar. The increase of the residential competition in Makassar as a transit city, central business city and also tourism city. Grand Serela Hotel Makassar as a business hotel to provide

facility for tourism, investors and businessman/woman. As a hotel that is also a business tourism object, the Hotel has to apply the local culture elements into the interior so it has a unique style for the architecture nor the interior. The existing of the hotel provides only the building, without the interior designs

2. Boundary Problem

- a. The application of culture elements in to the interior is limited to the motif, colors and material.
- b. As the tourism object, it is limited to inform and to help the consumers to know about the main traditional things in Sulawesi that is available in the Hotel
- c. The new interior design is limited on the chosen rooms which are the front lobby area, the standard bedroom, one meeting room (need assignment from the lecturer) and the restaurant.
- d. The circulation of the interior is only managed for the chosen rooms.

3. Determination Problem

How to keep and apply the local traditional product and traditional of Sulawesi in the middle of the development of modern and technology in Makassar and to attract the consumers. How to design the hotel as a business hotel which has a low budget. How to manage the layout on the space that is available

2. Research Methodology

A. Data collection

1. Primer Data (Interview and Survey)

The interview with some components from Grand Serela Hotel, to know the information about the standards from Grand Serela Hotel and also the corporate identity, the history, the hopes and the facility that is needed. With the interview than the author could analyze the standard that could be the consideration of the design.

From the survey, the primary data is taken and the questionnaire is spread directly and indirectly to the consumers and also the staffs. The questionnaire is purposed to know the satisfaction level on the facilities and the interior. Also to know the needs and hopes from them to develop the interior design from the hotel.

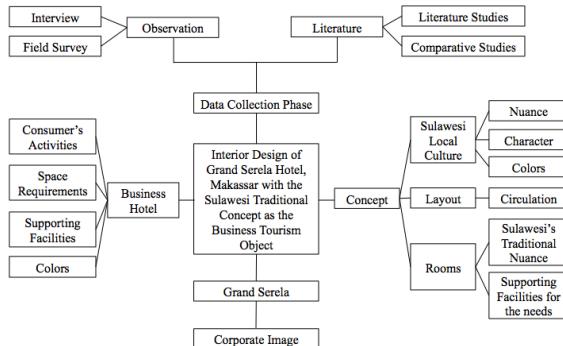
2. Secondary Data

The literature study is a case study that is taken from the secondary data that is from companies, literature, internet, books and magazine about Sulawesi's Traditional Concept, Business, Tourism Object, Company Profile of Grand Serela Hotel, The three star hotel that is related with the physical requirements and the hotel facility criteria, the organization hotel, the characteristic of the consumers, Business hotel that is related with the definition, the development, the characteristic and character of the consumers, The anthropometry and ergonomic that is related with the area that is lobby area, bedroom and restaurant.

B. Data Analysis

The used analysis phase are from the questionnaire, image board and the observation analysis result analysis. The image board method is a simple technique to analysis the whole image to determinate the criteria from the concept design. For the process from the observation analysis result is to analysis the result from the questionnaire , the existing studies from Grand Serela and the literature studies

C. Design Method



Picture xxx

3. Concepts

A. Macro Micro Concept

Modern is life style in nowadays. Even though the main theme is Sulawesi but still we can't resist from the modern style. Modern interiors are sleek, spacious, simple, and focus on function and organization. Modern design uses basic geometry (simple edges, curves and angles) and clean lines in furniture, architecture and sculpture. The design is towards for the young, busy professionals particularly love this decorating style since the space is easily kept clean without knick knacks or ornate decorative furniture to dust. Spur of the moment entertaining is simple and quick.

For the Sulawesi style, it is applied starting from the wall, floor, furniture, interior aesthetic and ornaments. The Toraja architecture or *Tongkonan* itself comes from the word Tongkon which means seating / sitting. From the past *Tongkonan* is a place to gather together and have discussion. With using a *Tongkonan* part for the wall application, it could increase the social interaction especially in the lobby. The chosen materials for the wall uses Minahasa Wood and Toraja Architecture motives because it has a strong yet beautiful present for the interior. Combines with simple lines of wood on the other side of wall to still make it modern in this modern area.

For each criteria has its own parameter and score for the alternatives that is designed. Known as the weighting method, this table is used for choosing the best alternative from its value.

B. Color Concept

From its beginnings, modern designers embraced pure color — black, white, and neutrals with vibrant primary colors. Today, color schemes still use white and neutrals, with colorful accents. Also the colors aren't only from the modern palette, but also from the corporate image from Grand Serela itself which is purple and navy blue. Purple gives a luxury and romantic impression while navy blue gives an elegant, rich, intelligent impression in the interior. While for the corporate image itself and in physiology, navy blue is associated with success and authority, which is suitable for business hotel

For the Sulawesi color palette, it uses traditional colors. Dark red, orange and various brown tones. The dark red represents the color of blood which is the symbol of the life of human. The orange is the symbol of divine power and the gift from God. The brown color which represents the color of our land which is rich and fertile. The black color which is

the symbol of stability, firmness and immutability.

4. Final Design

The overall layout plan alternatives has been designed, processed and been approved and produced the final layout plan. From the boundary problem before, the design of the hotel doesn't change the building construction. But it is still added some gypsum walls, such as in the lobby as a divider. Also the lobby has been divided in to several areas such as the lounge, the receptionist and entry area. Different levels are also added in the lobby.

For the Standard Bedroom and Restaurant also there haven't been any changes for the building constructions but it is added some areas to divide the activity.

A. Lobby

Lobby is one of the chosen main area in this final project. Lobby is an important aspect in a hotel because it has many main activities such as reservation hotel, check in / check out consumers, to enjoy spent time in the lounge and so on. The rallying point of a hotel is the lobby, also the main focus and first impression of the consumers / guest happens in the lobby. The lobby is the main and first attention for the consumers / guests, they would judge the interior design, the market hotel and the needs and appropriate of the area that would then continue to the rest of the hotel.

B. Standard Bedroom

Bedroom is the second area that is the place to take rest. The bedroom is designed as comfortable as it can for both having rest and still do some business activities. The nuance of the room is designed warmth and intimate with using some hidden lamps as the aesthetic elements, carpets for the warmth and comfortable also the yellow and white lighting that could be used for resting and working. The interior element of Sulawesi is also applied in the Bedroom but in a traditional way and it is used as the point of interest in the Standard Bedroom.

C. Restaurant

The restaurant is located in the sixth floor and it one of the biggest area in the hotel. The restaurant gives a warm friendly nuance because generally it uses natural lighting from the sun. The restaurant is dominated with open windows and plafond glasses. For the areas that doesn't uses windows, it uses the analogy wall from Tongkonan House like which is used in the Lobby Area. Even tough the lighting is quite bright from the sun, there are still some areas which needs lamp lightings. To keep the friendly warm but yet fresh nuance, the restaurant uses the white lighting and for the hidden lamp uses yellow lighting. The warm friendly yet fresh nuance is appropriate with the gathering and enjoying activities in the restaurant

5. Conclusion

The main concept in the Grand Serela, Makassar design is to bring the local traditional style that is packed and transformed in a modern way, to keep it simple and neat, reminding most of the consumers are businessman/woman. The presents of a concept as the theme in the interior design, does not only fulfilled the comfort and aesthetic but also to create a journey for those who visited and it could be a step for promotion

References

- [1] BPS Provinsi Sulawesi Selatan No. 41/08/73/Th. XVIII PerkembanganIndeksHargaKonsumen / Inflasi
- [2] BPS Provinsi Sulawesi Selatan No. 43 /07/73/Th. VIII PerkembanganPariwisatadanTransportasi Sulawesi Selatan
- [3] Franklin, Adrian.*Tourism: An Introduction*. SAGE. Australia.2003.
- [4] Gordon, Gary.*Interior Lighting for Designers*. John Wiley & Sons. 2015
- [5] Panero, Julius. ZelnikmMartin.*Human Dimension and Interior Space*. London: The Architectural Press Ltd.1979.
- [6] Adams, Kathleen.*Art as Politics: Re-crafting Identities, Tourism and Power in Tana Toraja, Indonesia*. University of HawaiiPres.2006.