ABSTRACT

Surabaya is a metropolitan city that located in north coast of Java. The geographic site doesn’t give this city many beautiful nature sceneries like Bali, this city have historic story that have many enthusiasts from local and foreign tourist. That shown from positif respons from the tourist in the city government program who collaborating with PT. HM. Sampoerna in develop Surabaya Heritage Tour.

Hotel Kemajuan located in north Surabaya Jl. KH. MasMansyur. This area near with the city harbor that make many merchant stay here. This area known as Arabic camp because there is dominated with Arabian people who already stay here since the Colonial era. Beside this area is located Chinese camp that dominated with Chinese people. This hotel is build in 1928 by Al-Irsyad group. The architecture is keep as the original even they have some renovation. This hotel located in the strategic place of culinary and many historical building.

Today this hotel segmentation is the middle low merchant from other city with lowest rate Melati 1. The renovation in the interior and inside building just considering about the function. Concept of Arabic culture that combine with Chinese culture is choosen as appreciation from the multi culture in Surabaya that live together in peace since the colonial era. And also as a new style that we offer for tourist who wants to enjoy Surabaya. By developing the interior design become more attractive, the segmentation is up, more income and also improve the consument satisfaction.

The design method is start by colleting data, visibility study, and interview with the experts, hotel management, and lecturers. The study is about the building, Arabic and Chinese culture, silk road history, hotel standarts, and the consumen needs. The design process is arrange the rooms, activity circulation, furniture needs, setting lighting, setting colors and material.

The final design wants to bring a comfort feel, make a saperate section between in and out especially on the highest traffic room like lobby and lounge because there is many open ventilation to the street and garden. With details in wall, ceiling, floor and the furniture, this hotel will not bored their customer. The facility is more complete like breakfast area, lounge, indoor bathroom, and others will mark up the market section, room rate and hotel grade.

Key word : Hotel, Arabic, Chinese, Ethnic, Colonial