ABSTRACT

On 1957, Balai Pemuda Surabaya determined as a culture reserve building which has a high history value. Inside, we can find Surabaya Tourist Information Center (STIC). It is an information center for domestic and foreign tourists about every tourism place in Surabaya. Balai Pemuda Surabaya building also entitled as one of the tourism bus' destinations, which called Surabaya Heritage Track by House of Sampoerna (HOS) and the government of Surabaya city.

On the interior existing, STIC hasn’t reflected as a tourism icon that unique and interesting for Surabaya city. Communications directed to the tourists only a verbal communication and the building looked like a quiet old building. Therefore there aren’t many tourists that would like to visit back Balai Pemuda. The building structure is intentionally not renovated, because it’s a reserve culture building that has A classification and the protection and maintenance use the same ornament and material as the existing. To achieve an atmosphere inside the interior which represent Surabaya city image that unique and interesting, a certain design touch is needed especially on the interior.

New concept and refining of interior design are expected to raise the interest of domestic and foreign tourists to know more about Surabaya city and they will have a desire to visit Surabaya again. With a colonial atmosphere, “Education and Entertainment” concept and “Common Use” theme, the tourists will be expected to know and feel the history, culture and beauty of Surabaya tourism further. It will also stimulate the government’s program, to make Surabaya as a City Tour.

The design method cover a direct and indirect data collection. Field survey and interview with the experts and interior and architecture lecturers about colonial insight, also to achieve comparer data and existing picture. Book, magazine, and internet study are used to complete the article, picture, and photo data. The issue examination is done by doing analysis to the data achieved. On the analysis stage an accuracy to observe and compare one data and another about the true interior element on buildings in colonial era that formerly are needed.

The expected result is a design interior of STIC which capable to achieve an approach to colonial atmosphere, where colonial is an architecture element that applied to interior. Education and Entertainment Concept is referred to deliver history, culture and tourism informations and entertainment as a needs and facilities serving for the tourists. Common Use theme which is Common Use Sekf technology Service is referred for the visitor to access information individually and have their time efficiency.

Keywords : Surabaya Tourist Information Center (STIC), Balai Pemuda Surabaya, Colonial, “Common Use” concept, “Edutainment” theme.