ABSTRACT

The service business in Indonesia is now growing towards a better business. Several things that affect the development of the service are the sector consumers, competitors, technology-innovation, globalization, economics, government, and social-cultural. Besides increase services was also fueled by the increased of consumer demand for quality, service delivery and increased production. It is characterized by the emergence of many businesses service such as Dola’Ap and Niel Tend.

Dola’Ap and Neil Tend are business of making kebaya fashion services and rental of tents, that is engaged in the same building. Incorporation of two different labels in a building business with feminine-masculine scenery is the application of androgyny theme as a hallmark of Dola’Ap as the feminine and Niel Tend as the masculine, that expected to be a new concept and innovation to attract visitors / consumers.

The design method includes collecting data through observations, questionnaires, and interviews directly to owners and visitors / customers. The collected data are then analyzed against the interior elements to obtain the desired concept.