ABSTRACT

Interior Design Bromo View Hotel and Restaurant Probolinggo with Blended Cultural Character of Tengger and Madura

* Fara Nadhia

Tourism in Indonesia is one of the important economic sectors, as the number one foreign exchange earner. Probolinggo as one of the tourist cities in Indonesia has a quite unique tourism and culture that is a huge potential for Indonesia to improve the country’s economic sector. Week program in Probolinggo (SEMIPRO), a special event that announced to raise Government Probolinggo potential and show characteristic of Probolinggo city which is expected to increase the number of tourists in order to revive the tourism sector of Probolinggo city. The increasing number of tourists will have an impact on the rise in hotel occupancy rates in Probolinggo.

The development of the modern city that currently affects many aspects, such as building design that changes the general formation, it has the potential to erode the local identity so it is necessary to preserve it. One way is to implement elements of traditional culture into the interior elements. Traditional culture also has the potential to attract tourists to the area. Probolinggo is an area with an unique cultural element that can be an inspiration to be developed and applied in interior design. In addition to its function as a hotel and accommodation facilities to travelers stay can be used as an image or image-building regions through the implementation of a culture that is applied to the interior. Bromo View Hotel and Restaurant Probolinggo as three-stars business hotel located in the tourist destination is expected to attract tourists and introduce the local culture, but it cannot be achieved because of Bromo View Hotel and Restaurant now has not raised local cultural elements into the interior.

The design’s methods are include of data collection which is held directly or indirectly. Field surveys in Bromo View Hotel and Restaurant Probolinggo conducted to determine the condition of existing hotels and activities to obtain data on the distinctive culture of the region of Probolinggo. In addition literature study of various sources, books, journals, seminar materials, thesis or dissertation, catalogs, brochures, magazines, or the Internet to obtain comparative data. Comparative data on the interior of the hotel is obtained through a comparative study of several hotels that have implemented cultural elements in the interior. Methods of data collection followed by an analysis of the elements forming the interior space, so we get a concept.

Concepts that were presented at Bromo View Hotel and Restaurant is the hotel interior design that implements elements of cultural fusion Tengger and Madura. Implementation of the original carving motifs Madura combined with the typical color-Tengger Madura and application design of the temple is a blend strongest character Jabung as indigenous cultural heritage Probolinggo, Pandalungan houses and typical home of Tengger on interior elements such as walls and furniture. The application of cultural elements in the interior elements can be an added value of interior design Bromo View Hotel and Restaurant, so it can be one that can represent the culture of Probolinggo to the hotel visitors or tourists.

Keywords: culture, hotel interior, Madura, Probolinggo, Tengger.