INTERIOR DESIGN OF TANJUNG KODOK BEACH RESORT IS MODERN ATMOSPHERE THAT ACCENTUATE CHARACTER AND CULTURE LAMONGAN

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ABSTRACT

Tanjung Kodok Beach Resort is a hotel which tourism region that has the potential preserve the local cultural heritage and supporting the development local tourist area town of Lamongan to always provide optimum service for tourists. In an effort to support the preservation of the local cultural heritage, the need for research to be able to assess and explore the cultural values in increasing the tourist potential of Tanjung Kodok Beach Resort.

Design concepts obtain by review and explore character, Lamongan culture, Lamongan to study literature and the modern interior design. The method used is a combination method. Depth interviews, questionnaires, and observations made to approach the image describes the characteristics and cultural heritage the town of Lamongan.

In the design process, the design concept will be used as a basis to be few alternative concept design until the final design is best determined. The results obtained by the design stages of design methods as follows. First the initial idea and then identify the title (look for goals and problems), the study analyzes (literature review, study activities, the user, space requirements, etc.), concept design, preliminary design (a sketch), an alternative design, evaluation, design development, and final final design.

At the time application of interior design, the results of the research will be used as a foundation the concept that would fill the interior elements in Tanjung Kodok Beach Resort. And the expected verbal and visual characteristics to represent the identity of Lamongan Tanjung Kodok Beach Resort as an icon in the city center of Lamongan tourism accommodation and participate in preserving local cultural heritage as well as the full support of Lamongan tourism development to attract tourists visit.

Keywords: Hotel, Modern, Cape Frog, Character and Culture Lamongan