ABSTRACT

Yogyakarta is one of the popular tourism destinations for tourists who come both from within and outside the country, where the potential is very high with the various types of both star and non-star hotels are built to accommodate the tourists who come to visit Yogyakarta.

The Malioboro Heritage Hotel has the potential to become a tourist attraction for the tourists who come to visit Yogyakarta as a hotel that offers cultural and historic atmosphere; a hotel with Chinatown and Yogyakarta’s heritage image. For that, special assessment is needed against the values and Chinatown and Yogyakarta’s cultural character, and also the character of the travelers which are the main target of the hotel visitors, and to be discussed later in this study is how the design concept that can raise the potential of The Malioboro Heritage hotel.

The design method consist of direct and indirect data collecting, with the stages of data collecting are interviews, surveys, observations and literature studies that refer to tourists as a user variable, special facilities as a tourist attraction variable, and the interior atmosphere correspond to Chinatown and Yogyakarta’s culture image.

The research results are the concept of the hotel interior design as a tourist attraction with acculturation of Chinatown and Yogyakarta hotel, which able to display the image as both the cultural heritage, and able to make hotel The Heritage Malioboro become one of the top tourist destinations when visiting Yogyakarta as form of manifestation of being one of the best inns in Yogyakarta icon.

Keywords – acculturation, Chinatown, The Malioboro Heritage Hotel, tourism attraction, Yogyakarta
DESAIN INTERIOR HOTEL THE MALIOBORO HERITAGE
DENGAN KONSEP CULTURAL HERITAGE SEBAGAI DAYA TARIK WISATA
DARI AKULTURASI BUDAYA PECINAN DAN YOGYAKARTA