KANIA DERI WIDIANI
3410100176

DESAIN INTERIOR HOTEL NEW RAMAYANA
DI PAMEKASAN, PULAU MADURA SEBAGAI
HOTEL EKOWISATA BUDAYA MADURA

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INTERIOR DESIGN OF NEW RAMAYAN HOTEL
IN PAMEKASAN, MADURA ISLAND AS
ECOTURISM CULTURE MADURA HOTEL

INTERIOR DESIGN STUDIES PROGRAM
FACULTY OF CIVIL ENGINEERING & PLANNING
SEPULUH NOEMBER INSTITUTE OF TECHNOLOGY
SURABAYA 2014
INTRODUCTION
Interior Design New Ramayana Hotel in Pamekasan, Madura Island as Ecotourism Culture Madura Hotel
Background

• Indonesian tourism is an important economic sector in Indonesia.
• Natural resources and culture are important components in Indonesian tourism. East Java is one of the tourism destinations. Because East Java has entrance sights.
• One of East Java’s notorious places for nature and culture is Madura, particularly Pamekasan district.
• With tourism objects which have entrance sights and supported by characteristic culture of the people. Pemakasan is region that has potential to develop become ecotourism area.
• Ecotourism is responsible activity on the environment, tradition and culture in a local region. A form of responsibility of efforts to the preservation of the environment and improving the welfare of the surrounding community.
• Hotel New Ramayana could be a facilitator in supported ecotourism program in Pamekasan district.

Purpose

• Presents interior elements with a touch of culture of Madura.
• Planning circulation and optimal division of the area so as to bolster the effectiveness and comfort of visitors of Hotel New Ramayana.
• Planning a New Hotel Ramayana supporting facilities based on visitor needs with the touch of the interior culture of Madura.
• Planning a New Hotel Ramayana as promotional programs supporting ecotourism hotels in Pamekasan.
Identification Problem

- As of now, Madura’s economic and tourism growth has not reached the desired goal yet, even though Suramadu bridge, which connects the island of Madura and Java mainland, has been built to create a direct access from Java to Madura and vice versa.
- The attitudes and mindset of Madura people who still has highest self-respect remaining and difficult to receiving advice and changes in their environment.
- The facilities to support Pamekasan District’s tourism has not optimal.

Restriction Problem

- Presenting the cultural elements of Madura which was developed and applied in interior design
- Memperhatikan standard desain pada hotel bintang 3.
- Design Hotels support program of ecotourism
- Hotel New Ramayana as a corporate identity in interior design project
Problem Formulation

- How to design a hotel interior in order to make three-star hotel standards?
- How to make New Ramayana Hotel interior as a medium of promotion for Pamekasan District’s tourists?
- How can circulation effort and area division improve effectiveness and offer comfort to New Ramayana Hotel’s visitors?
This three-star hotel is classified based on:

**General**
- Generally speaking, the hotel’s lobby, function room, bedrooms, and restaurants reflect the elements of Indonesian culture.

**Bedroom**
- Has a minimum of 20 standard bedrooms with 22 m² of area
- Has a minimum of 2 suite bedrooms with 44 m² of area
- Has a minimum height of 2.6 meter in each floor

**Dining room**
There has to be two restrooms for women and men, each, near the lobby.

**Bar**
- There has to be a 24-celsius-degree air-conditioner in a confined space
- The bartender’s workspace has to be 1 meter in width

**Function Room**
- Has one entrance, which is separated from the lobby, with a minimum capacity of 2.5 times more than the bedrooms in total
- Includes restrooms if the function room is not on the same floor as the lobby.
- Has a pre-function room

**Lobby**
- Has 30 m² in area
- Comes with a lounge
- Has fully-equipped public restrooms
- Has a minimum width of 1.6 m

**Recreation and Sports Area**

**Supporting Utilities**
- Has a vertical mechanic transportation
- Has 500-liter water supply per person per day.
- Equipped with water heater
- Provide local and long-distance calls.
- PABX is available
- TV, radio, and paging are available
- Offer car call services

Business Hotel

Business Hotel defined as a widely-used business travelers hotel, where it have a complete facilities for businessmen. Usually it located at the downtown or business district and provides the facilities, services and accommodation that adapted with characteristic of the businessmen.

Business Hotel characteristic:
- Having facility who support the activities of business as ballroom and banquet hall.
- Located in the downtown and that is located near shopping centers and business district
- its existence may raised the prestige and image of the city
Spa

Spa is an acronym from Solus Per Aqua (Solus = treatment or medicine, per = with, aqua = water). According to Amrullah H. Sinegar, spa is health treatment by using water. Basically, spa treatment by using water, either form bath water, water flows, shower that accompanied with spices or utilize the natural hot springs that contain certain minerals that can give maintain effect or health recovering.

Spa Classification

Based on Parmenkes 1205/X/2004, Spa categorized as kind of treatment and location. Spa have two category, which is:

Health Spa
It is one of spa categories that offers promotive and preventive services.

Medical Spa
This service combines traditional spa with beauty-treatment technology. Medical spa provides promotive preventive, curative, and rehabilitative spa facilities. By emphasizing on rehabilitative concept, medical spa is usually handled by doctors, physiotherapists, nurses, and therapists, who have learnt physiotherapy science. The treatment consists of facial diamond, microdermabrasion, body detoxification, chemical peeling, laser rejuvenation, laser hair removal, botox, cosmetic treatment, mesotherapy, slimming treatment.
Pamekasan district is a district at Madura island, East Java province, Indonesia. The capital of Pamekasan.

**Traditional House**

Madura’s people as known as people who respect kinship. Symbols that support it can be seen from the most of the traditional house that well maintained and clean at the various corner of Madura. Long yard which is known as Tanean Lanjang is evidence of the kinship of Madura People. Tanean Lanjang formed because amount of house that lined with different homestead in the middle. That is located near arable land, the springs and river.

**Tourism**

- **Beach**: Talang Sari, Jumiang, Batu Kerbuy
- **Nature**: Api Tak Kunjung Padam
- **Culture**: Karapan Sapi, Sapi Sonok, Upacara Petik Laut, Monumen Arek Lancor
- **Art and Craft**: Tari Topeng, Orkes, Batik, Celurit Hias, Pecut Hias.

**Furniture**

Situated on the form of kinds of wood, type of engraving, and the colour is always bright and varied. On Madura’s furniture, Chinese influence is still strong.
BATIK JUNJUNG DRAJAT

Batik junjung drajat ialah batik yang dibuat sekitar 90 tahun yang lalu. Batik ini memiliki motif garis yang simetri dan memiliki ciri khas warna yang menyala.

Motif Batik ini dahulunya hanya dapat digunakan oleh kalangan tingkat atas, seiring berjalannya waktu batik ini dapat dipakai oleh siapa aja. Dengan menggunakan batik junjunng drajat diharapkan derajat seseorang akan meningkat.
Pecut

- Karapan Sapi (Pelengkap)
- Tari Pecut (Perjalanan hidup manusia yang akan mengalami kegagalan maupun kesuksesan dalam hidup. Menggambarkan karakter seseorang dalam menentukan kebijakan dalam hidup)

Lambang kepahlawanan
Lambang kedigdayaan
Lambang kejayaan
Lambang orang madura yang teguh mendirian

Material
- Pelelap, pisang, benang
- Paralon, lidi, plastik dan benang

Teknik
- Dilihat atau dijahit

Warna
- Menggunakan warna — warna terang

Motif
- Serong, zigzag, perpaduan warna dan pelelap pisang
ECOTURISM

“Ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people.”

This definition is actually similar to Hector Ceballos-Lascurain’s description, which describes ecotourism as “outdoor activities”. The only difference, according to TIES, is that ecotourism contains awareness, responsibility, and commitment to protect the environment and improve the welfare of locals. It is also an effort to reach the potential of natural resources as well as conserve them; hence it will generate income in a sustainable way.

The purposes of ecotourism in Indonesia are:
1. Implement the idea of responsible travel that supports environmental, historical, and cultural preservation
2. Encourage community involvement and provide economic benefits to the community
3. Become a role model for other forms of tourism by applying the principle of ecotourism

ECOTURISIM HOTEL

Ecotourism hotel provides a lodging service that is responsible for natural and cultural conservation, which are accepted by the locals, designated for the community, and commercially managed. Therefore, it is expected to give a different experience, as well as gain a better insight into nature, culture, and customs.
Ramayana Hotel is one of the companies that currently continues to attempt to maintain a consumer who is already a customer and tried to acquire a new customer. Hotel New Ramayana was founded in 2004 with a capacity of 36 rooms. Hotel New Ramayana standing is in an area of 2075 m² with building wide reach 879 m². The hotel in jalan p.88, trunojoyo village laden, sub-district pamekasan, island madura, east java indonesia.

Vision:
New Ramayana Hotel vision is a family hotel and tourism.

Mission:
1. Made hotel new ramayana be hotel the purpose of the family who was visiting pamekasan at an affordable price.
2. Made hotel new ramayana be hotel the purpose of tourism who have terms of market share in pamekasan at an affordable price.
3. Give satisfaction to visitors hotel by doing best service.

Organization Structure

- Owner
- Manager
- Personnel
  - Room Boy
  - Div. Kitchen
  - Security
  - Laundry
  - Gardener
  - Waiters
  - Chef
COMPARATIVE STUDY
Kampung Sampireun

LAY OUT
KAMPUNG SAMPIREUN RESORT & SPA

Entrance: 100; Reception: 131; Restaurant: 234; Spa Therapy: 235; Valet Parking: 237; House Keeping: 238; Front Office SPA: 235; Security office: 236

Kanaria Deri Widiana
3410100176
Kampung Sampireun

Kampung sampireun is a sundanese resort located in Garut, West Java. It is 5 hours away from Jakarta. The exact location of kmpung sampireun is on jalan raya semarang kamojang, kampong surakarya, desa ciparay, Garut, West Java. Kampung sampireun has 22 various bungalows. It has 8 unit of kalapa suite, 4 unit of kartuji suite, 7 unit of waluran suite, 1 unit of papandayan suite, and 1 unit of manglayang suite. Each bungalows use bamboo constructions with coconut leaves as the roof, added with unique sundanese resort architecture.

Tourist in Kampung sampireun may enjoy the facilities such as reservoir with thousands of gold fishes, spa with sundanese recipe and romantic dinner.

From the comparing objects it summaries:

1. room organizations which support ecotravelling in one place with hotel area such as tour into village around it, boating around reservoir, and spa with sundanese traditional recipe.
2. Sundanese village concept is optimized applied in each bungalow’s interior and in the environment or hotel area.
3. Energy saving and eco-friendly concept is applied in each environmental design.
Hasil Wawancara Dengan Pengguna Hotel (Pemilik, Staff dan Pengunjung)

Dari hasil wawancara dengan pengguna hotel dapat disimpulkan bahwa:
2. Pemilik mengharapkan Hotel New Ramayana dapat berkembang menjadi hotel bintang tiga.
3. Adanya penambahan fasilitas hotel bagi pengguna agar hotel bisa lebih ramai pengunjungnya.

Hasil Observasi Eksisting

Dari hasil observasi eksisting Hotel New Ramayana dapat disimpulkan bahwa:
1. Lokasi Hotel yang terletak di kab. Pamekasan, Pulau Madura sangat menarik. Karena daerah tersebut (Madura khususnya Pamekasan) adalah daerah yang memiliki panwisata dan budaya yang menarik dan berdiri khas.
3. Terletak di iklim tropis dan di daratan rendah namun pandai diawah dan penghijauan belum tertata dengan optimal.
4. Unsur budaya Madura yang diterapkan pada interior hotel kurang selaras dengan konsep yang diterapkan.

Hasil Observasi Pembanding

Dari hasil observasi objek pembanding (Kampung Sampireun) dapat disimpulkan bahwa:
1. Penataan organisasi ruang yang mendukung ekowisata dijadikan satu dengan area hotel namun ada fasilitas tambahan untuk menunjangnya, seperti wisata ke kampung-kampung sekitar Kampung Sampireun, wisata berperahu di danau buatan, dan spa dengan ramuan khas tradisional Sunda.
2. Konsep kampung Sunda diterapkan dengan optimal pada interior tiap bungalownya dan pada lingkungan atau area hotel.

Dari ke-3 analisa tersebut dapat disimpulkan bahwa:
1. Perencanaan interior dan fasilitas hotel sesuai standar hotel bintang tiga.
2. Penambahan fasilitas hotel sebagai sarana penarik pengunjung.
3. Perencanaan yang optimal pada ruang-ruang hotel sesuai dengan kebutuhan pengguna hotel.
4. Penerapan unsur budaya Madura pada tiap elemen interior hotel.
5. Perencanaan ekowisata sebagai salah satu kegiatan hotel dan kegiatan untuk melestarikan dan memperkenalkan wisata dan budaya kab. Pamekasan juga untuk meningkatkan kesejahteraan masyarakat sekitar hotel.
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ANALYSIS
Site Map

Location of New Ramayana Hotel at Jl. Trunojoyo, Pamekasan, Madura
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FOTO EKSISTING
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FOTO EKSIISTING
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<td>Meja dan Kursi</td>
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<tr>
<td>Ruang Receptionist</td>
<td>Servis</td>
<td>♥ Melayani pengunjung</td>
<td>Meja khusus receptionist, kursi, lemari penyimpanan file, seperangkat komputer, telefon, printer</td>
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<td>Ruang Makan</td>
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<td>Dapur</td>
<td>Servis</td>
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<td>Kitchen set, lemari es, meja, kursi, telepon</td>
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<td>♥ Rapat</td>
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<td>Cermin, washtafel, toilet, shower</td>
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<td>18.00 &amp; 07.00</td>
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Aktivitas umum untuk tamu yang menginap yaitu, check-in pukul 13.00 dan check-out pukul 13.00 pada hari berikutnya.
DESIGN CONCEPT
Macro Concept

Interior Design New Ramayana Hotel in Pamekasan, Madura Island as Ecoturism Culture Madura Hotel

Ecoturism

Material & Finishing
- Lantai: Parquet, keramik, plester semen
- Dinding: clean finishing (cat), bata ekspos
- Plafond: drop ceiling, decorativ ceiling
- Lighting: General Light, spot light, down light
- Furniture: kayu

Main Style
- Warna: natural (coklat, krem), merah, hitam, putih, kuning, hijau, biru, oranye
- Bentuk: sederhana, modern, transformasi budaya madura
- Elemen Estetis: hiasan / ornamen budaya madura

Madura Culture (Pamekasan)
Wall

Finish walls with paint or wallpaper, the colors chosen are cold and natural colors to make a warm impression. Walls are given batik Pamekasan emphasis, completed with Madura ornaments or Madura folklore illustrations.

Furniture

The furnitures are made of wood carved with transformation of Madura culture with simple and modern design. The color chosen are cold and natural colors to make it suitable for the walls of the room. Some furnitures use the significant colors of batik Pamekasan, the furnitures are formed simply and have a light impression.

Ceiling

The design of the ceiling is adaptable to every room. Drop ceiling is used in the lobby and lounge and decorative ceiling is also used to beautify the room. The ceiling is dominated with white to make a wide and high impression.
Floor

the floor material for the hotel room area is parquet to make a warm and traditional impression. For the lobby and the lounge, the floor material used is granite to strengthen the grand impression of a three-stars hotel. the colors chosen are natural colors to make a grand but warm impression.

Lighting

the lightnings of the rooms are dominated with yellow-light lamps in order to make a grand and warm impression. however, in the hotel room area the yellow-light lamps are combined the white-light ones to stabilize the warm impression so that it isn’t too warm. the color used in the hotel lobby is yellow to make a grand impression. the lightning source in the morning and daylight is natural light, while in the night, they used artificial light like down light, spot light, and pendant light.

the room atmosphere

the room atmospheres are made with traditional impression but packed modernly.
Colour

Green. A green color is adapted from the rise of the religion of Islam. Not only in religious, the green color means, with colored leaves a god of fertility when describing a symbol of Majapahit kingdom was in power in this country.

Blue, is a color that can be defined as color natural a region island. Blue color this demonstrates that islands Madura surrounded expanse blue sea an broad.

Red, it does not mean only brave. The nature of the madurese are strong and assertive men make this color means a power of madurese are very powerful and stubborn in the face of problems of any kind.

Yellow, means some areas fairly fertile parts of Madura was described to be farming. The yellow color is described as rice ready for harvest already yellowed, salt Island escape also had a fairly large barns.

Aesthetic Elements

the flexibility of space openings

the space openings are wide and made with windows to please the guests with cool air and the hotel’s scenery. the rooms are also completed with terrace so that the guests can relax.
Based on study that has been done, in the interior design project of New Hotel Ramayana in Pamekasan, Madura Island, as an ecotourism hotel, we can conclude that:

1. New Ramayana hotel is a hotel located in Pamekasan, and Madura island become business district in Madura. This hotel is a place to stop-over for businessmen nor business things in Pamekasan.
2. The appeal of this hotel that is located in downtown with characteristic culture background of Madura.
3. With the appeal of this hotel, New Ramayana hotel has been developed to become ecotourism hotel. Ecotourism hotel is a place to providing inn services and other facilities who responsible against the preservation of nature, tradition, and applies culture in the area and intended for the public and managed commercially.
4. Effort to support ecotourism in this hotel is to applied cultural development Madura into interior element hotel. Then, adding spa facilities which using a Madura traditional herb.
5. New Ramayana Hotel as a ecotourism hotel plan was one of educational medium, promotion, and natural conservation, tradition and Madura culture. This plan is also aim to give holiday experience nor new official trip for hotel visitors and improve well-being to people around, hence it is expected to develop and promote tourism at Madura Island especially Pamekasan District.
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<td>Magnitudo</td>
<td>Score</td>
<td>Value</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Zoning Area</td>
<td>0.25</td>
<td>Pengunjung dapat melihat view yang indah serta dapat merasakan konsep ekowisata</td>
<td>Magnitudo</td>
<td>Score</td>
<td>Value</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Kesesuian Luasan Ruang Dengan Kebutuhan Ruang</td>
<td>0.22</td>
<td>Standar luasan sesuai kebutuhan ruang</td>
<td>Magnitudo</td>
<td>Score</td>
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<td></td>
<td></td>
<td></td>
<td>8</td>
<td>1.7</td>
<td></td>
</tr>
</tbody>
</table>

KETERANGAN:

1 : Lebih Penting
2 : Tidak Lebih Penting

Range Nilai : 1 - 10
DESAIN INTERIOR HOTEL NEW RAMAYANA DI PAMEKASAN, PULAU MADURA SEBAGAI HOTEL EKOWISATA BUDAYA MADURA

INTERIOR DESIGN OF NEW RAMAYAN HOTEL IN PAMEKASAN, MADURA ISLAND AS ECOTURISM CULTURE MADURA HOTEL

KANIA DERI WIDIANI
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SAGHARA LOBBY
DESAIN INTERIOR HOTEL NEW RAMAYANA DI PAMEKASAN, PULAU MADURA SEBAGAI HOTEL EKOWISATA BUDAYA MADURA

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FINAL DESIGN
Pemilihan warna Maroon sebagai warna dinding pada lobby agar terkesan mewah dan elegan. Maroon juga merupakan simbol dari Masyarakat Madura yang bermakna tegak dan kuat.

Plafon lobby diberi warna putih agar terkesan luas.

Kolom pada area lobby diberi sentuhan batik junjung drajat.

Partisi yang terbuat dari pecut ini menjadi point of interest pada area lobby ini.

Pada meja receptionist terdapat ukiran yang diadapasi dari pengembangan batik junjung drajat.

Lantai pada lobby ini menggunakan granit berwarna hitam agar terkesan mewah dan elegan. Warna lantai juga mempengaruhi nuansa budaya madura pada area lobby ini.


Pada meja receptionist terdapat ukiran yang diadapasi dari pengembangan batik junjung drajat.
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FINAL DESIGN
KAPO'TTREN SUITE ROOM
Final Design

Desain pada nakas dibuat sederhana namun tetap terdapat pengaplikasian dari pengembangan batik junjung drajat pada handle laci.

Pemilihan tirai bambu menambah kesan tradisional dan hangat pada ruangan. Cahaya yang dipancarkan dari tirai ini juga memberikan suasana intim pada ruangan.

Kaki meja transformasi dari bentuk pecut. Pecut sendiri melambangkan kejayaan dan kekuatan masyarakat Madura.

Pemilihan material lantai menggunakan parket agar ruangan terkesan hangat dan intim.

Tiang bata bed ini merupakan transformasi pecut. Penggunaan tiang pada bed berfungsi sebagai elemen estetis pada desain bed juga memberikan nuansa tradisional pada desain furnitur ini.

Terdapat ukiran madura yang modern pada sandaran dan dudukan kursi ini. Desain kursi memberi kesan modern namun tetap traditional.

Pemilihan tirai bambu menambah kesan tradisional dan hangat pada ruangan. Cahaya yang dipancarkan dari tirai ini juga memberikan suasana intim pada ruangan.
RADDHIN SPA ROOM
Tirai bambu sebagai penutup ruangan. Kesan yang ditimbulkan oleh tirai bambu ialah kesan natural dan sejuk.

Curtain yang dipakai merupakan batik junjun drajat.

Bed Spa didesain dengan bentukan yang sederhana dan terdapat ornament pengaplikasian dari pengembangan bentukan pecut.

Lantai pada area kolam menggunakan pooldeck.

Lantai menggunakan ubin terracota. Dengan menggunakan ubin tersebut ruangan lebih terasa dingin dan nyaman.
DESAIN INTERIOR HOTEL NEW RAMAYANA DI PAMEKASAN, PULAU MADURA SEBAGAI HOTEL EKOWISATA BUDAYA MADURA

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FINAL DESIGN
DESAIN INTERIOR HOTEL NEW RAMAYANA
DI PAMEKASAN, PULAU MADURA SEBAGAI
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INTERIOR DESIGN OF NEW RAMAYAN HOTEL
IN PAMEKASAN, MADURA ISLAND AS
ECOTURISM CULTURE MADURA HOTEL

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SAKALANGKONG
TERIMAKASIH
THANK YOU