INTERIOR DESIGN FOR THE MALIOBORO HERITAGE HOTEL, YOGYAKARTA

WITH CULTURAL HERITAGE CONCEPT AS TOURISM ATTRACTION OF CHINATOWN AND YOGYAKARTA'S ACCULTURATION

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Interior Design For The Malioboro Heritage Hotel, Yogyakarta
With Cultural Heritage Concept as Tourism Attraction
of Chinatown and Yogyakarta’s Acculturation
The Malioboro Heritage Hotel is a tourism hotel built in Malioboro, at a Chinatown Ketandan, which is the witness of acculturation between Chinese culture, Keraton, and Yogyakarta people.

This cultural charm of Yogyakarta’s Chinatown is getting relegated over the times, which is why this place needs to be preserved as one of main destinations to learn about Yogyakarta’s culture and history.

Tourism hotel can be developed as a tourism attraction itself, and its aspects become the main concern of designing The Malioboro Heritage Hotel as an attraction for tourists who visit Yogyakarta.

The decreasing charm of Chinatown Ketandan to attract tourists and the increasing competition of hostelry service makes The Malioboro Heritage Hotel needs to have a special appeal so it can be chosen as ideal hostelry place when the tourists visit Yogyakarta, while it represents the Chinatown Ketandan as well.

Creating the hotel interior design with Yogyakarta’s Chinatown culture-based is become the main concern in designing The Malioboro Heritage to help conserving the area as well as creating an image for the hotel.

Yogyakarta is one of the most visited cities in Indonesia by tourists from around the world as tourism destination in Indonesia because of its culture and history.

The increasing competition of hostelry service for tourists in Yogyakarta requires every tourism hotel to have special appeal to attract the tourists.

Interior Design For The Malioboro Heritage Hotel, Yogyakarta With Cultural Heritage Concept as Tourism Attraction of Chinatown and Yogyakarta’s Acculturation
Interior design is the planning, layout, and design of the interior spaces within buildings. These physical settings satisfy our basic need for shelter and protection, set the stage for and influence the shape of our activities, nurture our aspirations, express the ideas that accompany our actions, and affect our outlook, mood, and personality. The purpose of interior design, therefore, is the functional improvement, aesthetic enrichment, and psychological enhancement of the quality of life in interior spaces. (Francis D. K. Ching, 1996)

The Malioboro Heritage is a 7-storey and 3-stars tourism hotel built in Malioboro, at Kampong Ketandan which is the Yogyakarta’s Chinatown, and willing to be one of the the Chinatown’s culture heritage icon to support Yogyakarta’s tourism and to be one of best hotels chosen by tourists in Yogyakarta. (Rudy Gunawan, hotel’s owner interview data)

Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. (ICOMOS, 2002)

Acculturation is basically a meeting of two cultural areas, and each of them can accept the default values. (Sachari, 2001: 87)

Therefore, acculturation of Chinatown and Yogyakarta is a blend of two indigenous culture of these areas without losing their own default values.

Tourism Attraction is a physical or cultural feature of a particular place that individual travelers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall. (Dictionary of Travel & Tourism Hospitality Terms. Robert Harris & Joy Howard, Melbourne, Hospitality Press, 1996)

A planning, layout, and design of the interior spaces within a tourism hotel building, The Malioboro Heritage Hotel to create functional improvement, aesthetic enrichment, and psychological enhancement of it with Cultural Heritage concept which is taking the essence of the ways of living’s expression that passed on from generation to generation, with purpose to be a cultural feature that tourists want to visit with representation of Chinatown and Yogyakarta’s blend of cultures.
Purposes

- Creating The Malioboro Heritage Hotel’s interior design which can attract tourists and chosen as one of ideal hotel in Yogyakarta.
- Creating The Malioboro Heritage Hotel’s interior design that represent an image as one of Yogyakarta’s Chinatown’s cultural icons.

Benefits

- To offer an alternative design concept which can helps the construction process and marketing strategy of The Malioboro Heritage hotel.
- To give a design reference of tourism hotel for Interior Design ITS and Tourism dept. of Yogyakarta’s government.

Problem Identification

- While tourist is always selective in choosing a hotel to stay, the increasing competition of hostelry service in Yogyakarta requires every tourism hotel to have special characteristic to attract the tourists.
- The Malioboro Heritage Hotel is a tourism hotel built in Yogyakarta’s Chinatown Kampong Ketandan which its cultural charm as one of tourism attractions of Yogyakarta’s culture and history has relegated over the times, where actually it can be preserved through the hotel’s interior design.

Problem Statement

- How to create The Malioboro Heritage Hotel’s interior design that offer tourism attraction aspects as well as comfort to increase tourists visits?
- How to bring out The Malioboro Heritage hotel’s image as one of cultural icons of Yogyakarta’s Chinatown through its interior design?
Literature

Interior Design For The Malioboro Heritage Hotel, Yogyakarta
With Cultural Heritage Concept as Tourism Attraction
of Chinatown and Yogyakarta's Acculturation
Hotel is an accommodation that using parts or all of a building to provide hostelry, meal, drink and other services for public, and is commercially managed. (SK Menparpostel No. KM 94/HK 103/MPPT 1987)

Public area should be associated with service area but still having clear boundaries, so the service activities does not interfere the public's.
Based on Keputusan Menteri Perhubungan No. PM. 10/pw.301/pdb-7, the physical requirements of 3-stars hotel (***), in Indonesia are:

- Meet requirements from job planning / public works department and easily accessible to ensure the enjoyment, guests avoided of environmental pollution caused by noise, unpleasant odors, dust, and smoke.
- All or part of the building's decoration reflect to Indonesian culture.
- Number of rooms at least 30 rooms including 3 single rooms.
- Public area at least consists of: lobby, lounge, dining room, and the total area is at least 2,7 m² x total number of bedrooms.
- Parking lot available with a capacity of 1 car for every 5 bedrooms.
- There are separate entrances for guests and hotel supply goods.
- Lobby lounge is available at least with 8 seats.
- The front office is available separately: reception area, information area, the place of payment, luggage storage area.
- The number of public toilets at least 3 for men and 2 for women. With amenities such as: WC, Urinoir, face/hand-washing area with decorative glass, hand-dryer.

Hotel Structure Organization:

- General Manager
- Secretary
- Room Division Dept.
- Marketing Dept.
- Human Resources Dept.
- Accounting Dept.
- F&B Dept.
- Front Office
- Security
- Driver
- Engineering
- Chef
- Cook
- Dishwasher
- Waiter/ress
Tourism Hotel

Tourism hotel, or Leisure hotel, typically defined as a hotel built in tourism spots that most of its facilities are aimed to facilitated guests which are tourists, that want to do recreation. As a supporting facility for this tourism spots, hotel is equipped with various facilities for leisure and relaxation both for outdoor or indoor activities.

Tourist

Characteristic of Tourism Hotel Guests:
1. Travelling alone, with partner, or with family
2. Staying for 1-7 nights, or longer.
3. Aiming for recreation, relaxation, vacation and tourism travel in the nearest locations

With these characters, leisure hotel are required to provide comfort and relaxation ambiance. Facilities can be varied from, such as fitness facilities (spa, jogging track, tennis, swimming pool, etc.), and recreational facilities (restaurant, cafe, playground, etc.).

Tourism Attraction

1. A physical or cultural feature of a particular place that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall.

2. Positive or favorable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, culture.

It can be concluded that a hotel, especially a leisure hotel could be developed as a tourism attraction. Hotels which accommodates the tourists can be developed into an attraction of the areas visited by tourists themselves. One of the things that can be done in developing a hotel into a tourism attraction is to create facilities and activities that match with what is desired by the tourists to travel to the area.
Cultural Heritage

Cultural heritage is the legacy of physical artifacts (cultural property) and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. Cultural heritage includes tangible culture (such as buildings, monuments, landscapes, books, works of art, and artifacts), intangible culture (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally significant landscapes, and biodiversity).

Acculturation

Acculturation is cultural fusion that occurs when a group of people with a particular culture are faced with the elements of a foreign culture which is different so that the elements of foreign culture will slowly accepted and processed into its own culture without losing their own cultural personality. (Koentjaraningrat)

Acculturation is basically a vehicle meeting or two Acculturation is basically a meeting of two cultural areas, and each of them can accept the default values. (Sachari, 2001: 87)

Therefore, acculturation of Chinatown and Yogyakarta is a blend of two indigenous culture of these areas without losing their own default values.

(Simon Thurley, 2005)
Culture and Tradition of Yogyakarta

Kraton Yogyakarta as the pioneer has a significant influence in the culture of the Javanese in Yogyakarta.

The traditional house of Yogyakarta is Joglo with characteristics are having a roof gazebo towering like a mountain which have a meaning as holy place, and have 4 main pillar Soko Guru that supporting a Tumpang Sari (leveling ceiling) which also meaningful.

Traditional house and other ornaments of Yogyakarta usually have special pattern engravings. One of them is Ukiran Perak Yogyakarta, which is a symbol of early progress towards high development, or something blossom.

Yogyakarta has Arts, such as Wayang which its characteristic is accompanied by the strains of traditional musical instruments and each show contains a certain meaning.

Traditional costumes consisting of a set of Yogyakarta community which has elements of clothing that can not be separated from one another. Characteristic of these clothing are the use of colors such as black, brown, and gold as well as the use of headpiece.

Batik is one of Java’s famous feature. One of special pattern that famous in Yogyakarta is Batik Parang Kusumo, which is have a meaning that life is a battle to find happiness.
Chinatown is a village, a residence area which the majority of the residents are Chinese citizens / Chinese descent.

The Chinese traditional building has a distinctive Chinese characteristics as follows:
1.) the elegance of the Chinese style: includes ornaments and statues of animals and mythical creatures that can be found on rooftops or outside palaces as a good luck or protection.

2.) bright and vibrant colors that are painted on the rooftops, statues, and wood: red is an especially important color in China. Red represents luck, wealth, and prosperity. Other than red, gold color is usually be paired with red which believed as the most beautiful color and as symbol of balance.

3.) Symmetry and geometry: The houses in China have specific layouts. Also, each building must face a specific direction, north, south, east, or west because the Chinese are concerned with luck and fortune.

Moon Gate is a semi-circle and or near circle shaped archways or doorways that famous in China that represent a transition to two beautiful places and also a symbol of balance.
Data Analysis

Interior Design For The Malioboro Heritage Hotel, Yogyakarta With Cultural Heritage Concept as Tourism Attraction of Chinatown and Yogyakarta’s Acculturation
**THE MALIOBORO HERITAGE HOTEL YOGYAKARTA**

**BACKGROUND**
- Creating The Malioboro Heritage Hotel's interior design which can attract tourists and chosen as one of ideal hotel in Yogyakarta.
- Creating The Malioboro Heritage Hotel's interior design that represent an image as one of Yogyakarta's Chinatown's cultural icons.

**PURPOSE**
- While tourist is always selective in choosing a hotel to stay, the increasing competition of hostelry service in Yogyakarta requires every tourism hotel to have special characteristic to attract the tourists.

**PROBLEM IDENTIFICATION**
- The hotel interior design concept is focusing in development of hotel into tourism attraction and creating aesthetic concept which fulfilling the tourists leisure and comfort needs.
- Hotel's facilities are adjusted to hotel's existing.

**PROBLEM BOUNDARY**
- How to create The Malioboro Heritage Hotel's interior design that offer tourism attraction aspects as well as comfort to increase tourists visits?
- How to bring out The Malioboro Heritage hotel's image as one of cultural icons of Yogyakarta's Chinatown through its interior design?

**PRELIMINARY**
- Survey
- Literature
- Interview

**DESIGN DEVELOPMENT**
- Layout
- Details
- Perspective image
- etc

**EVALUATION**
- Correction
- Revision

**DESIGN ALTERNATIVES**
- Layout Alternatives
- Sketches Alternatives

**PRE-DESIGN**
- Sketches

**DESIGN CONCEPT**
- Brainstorming

**ANALYZE**
- Existing
- User
- Design Element

**OUTPUT**
The Malioboro Heritage Hotel

Goal
- The hotel will be built in Malioboro, precisely in Kampung Ketandan, where the hotel building is motivated by the goal to become a Java-China’s acculturation icon and to enriched Indonesia with culture.

Facilities
- 102 rooms are available, with 3 types of rooms: Arjuna (standard room), Gatot Kaca (deluxe room), Kresna (suite room), as well as the gym facilities, swimming pool, spa, meeting rooms, and a restaurant.

Will be built at Jl.Ketandan No.2
Malioboro, Yogyakarta
Tourists Characteristics (Based on Questionnaire)

30 respondents stated that they come to Yogyakarta for a vacation and choose Yogyakarta as tourism destination because it is rich with history and culture.

20 of the 30 respondents come to Yogyakarta for 2-4 days and all 30 respondents had done many cultural tourism activities, followed next with shopping activities.

30 respondents in choosing hotel considerate a clean and comfortable hotel, with additional consideration by the 20 respondents among which hotel with good service.

27 of 30 respondents agreed with the concept of hotels as tourism attractions and interested in hotel which applied Yogyakarta and Chinatown’s culture concept interior.

16 respondents are interested in the concept of the room with a very traditional atmosphere to all its elements, and 12 respondents are interested in the room with traditional accents that have been combined with modern interior.

New facility, cafe with traditional dishes and traditional arts occupy the first priority (most expected) by tourists, the second is the activity of learning batik, the third is the appearance of a traditional era atmosphere, the fourth is the visualization area of history and the fifth activity is the use of traditional clothing.

These options are influenced by the interest of tourists to explore the culture of Yogyakarta with greater ease, but also the hotel is expected to continue providing an atmosphere of relaxation and not complicated things.
<table>
<thead>
<tr>
<th>NO</th>
<th>User</th>
<th>Activity</th>
<th>Room</th>
<th>Facility</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Guest</td>
<td>- Check in&lt;br&gt;- Check out&lt;br&gt;- Storing luggage, value goods&lt;br&gt;- Chatting with other guests&lt;br&gt;- Waiting for car pick-up&lt;br&gt;- Waiting for room to be ready&lt;br&gt;- Lounging</td>
<td>Front Office&lt;br&gt;Concierge</td>
<td>- Reception table&lt;br&gt;- Bell&lt;br&gt;- Shelves&lt;br&gt;- Coffee tables&lt;br&gt;- Sofa 2-seaters&lt;br&gt;- Sofa 1-seater&lt;br&gt;- Magazine shelves&lt;br&gt;- Stage&lt;br&gt;- Speakers&lt;br&gt;- Set of tables and chairs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Enjoying live music / recorded music&lt;br&gt;- Eating traditional foods and drinking beverages&lt;br&gt;- Lounging&lt;br&gt;- Chatting with friends / family</td>
<td>Lounge</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Eating foods and drinking beverages&lt;br&gt;- Chatting with friends / family</td>
<td>Restaurant</td>
<td>- Set of dining tables and chairs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Peeing&lt;br&gt;- Washing hand</td>
<td>Toilet</td>
<td>- Wastafel&lt;br&gt;- Water closet&lt;br&gt;- Liquid handssoap&lt;br&gt;- Tissue&lt;br&gt;- Hand dryer&lt;br&gt;- Mirror&lt;br&gt;- Dustbin</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Meeting&lt;br&gt;- Conferences</td>
<td>Meeting Room</td>
<td>- Meeting table&lt;br&gt;- Chairs&lt;br&gt;- Projector&lt;br&gt;- Screen</td>
<td></td>
</tr>
<tr>
<td>NO</td>
<td>User</td>
<td>Activity</td>
<td>Room</td>
<td>Facility</td>
<td>Note</td>
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<td>-----------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>1.</td>
<td>Guest</td>
<td>Exercising</td>
<td>Gym</td>
<td>- Strength training equipment set</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Cardio machines set</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Swimming</td>
<td>Swimming Pool Area</td>
<td>- Swimming pool</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Resting</td>
<td>Fitness Area</td>
<td>- Recliner</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Taking a bath</td>
<td>Wash area</td>
<td>- Table and chair sets</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peeing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washing hands</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Changing clothes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Storing belongings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Get massaged</td>
<td>Massage Area</td>
<td>- Massage area</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peeing</td>
<td>Toilet</td>
<td>- Table</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washing hand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Storing value goods while get massaged</td>
<td>Locker</td>
<td>- Locker shelves</td>
<td></td>
</tr>
</tbody>
</table>
## Study of Activity and Room Facilities

<table>
<thead>
<tr>
<th>NO</th>
<th>User</th>
<th>Activity</th>
<th>Room</th>
<th>Facility</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Guest</td>
<td>- Sleeping&lt;br&gt;- Watching TV&lt;br&gt;- Changing clothes&lt;br&gt;- Lounging</td>
<td>Guest Room</td>
<td>- Bed&lt;br&gt;- Bedside tables&lt;br&gt;- Dressing table / Study table with chair&lt;br&gt;- Luggage rack&lt;br&gt;- Wardrobe&lt;br&gt;- Mirror&lt;br&gt;- Seating area&lt;br&gt;- Telephone&lt;br&gt;- Cabinet&lt;br&gt;- TV&lt;br&gt;- Mineral water, water heater, tea / coffee service&lt;br&gt;- Dustbin</td>
<td>- Guest rooms varied with option of bed size: double bed or 2 single beds&lt;br&gt;- Seating area facility varies in different room types</td>
</tr>
<tr>
<td></td>
<td></td>
<td>· Taking bath&lt;br&gt;· Peeing&lt;br&gt;· Washing hand&lt;br&gt;· Brushing teeth</td>
<td></td>
<td>Bath room</td>
<td>Bath-tub is only available for deluxe room and suite room type</td>
</tr>
</tbody>
</table>

*Note: The table details activities performed by guests and the facilities available in the room.*
<table>
<thead>
<tr>
<th>NO</th>
<th>User</th>
<th>Activity</th>
<th>Room</th>
<th>Facility</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>All head department officer</td>
<td>- Meeting</td>
<td>Meeting Room</td>
<td>- Meeting table</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Coordinate with all department</td>
<td></td>
<td>- Chair</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Projector</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Screen</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- White Board</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Receptionist, Cashier, Concierge Clerk, Bell man, Security, Cheff, Cook, Dishwasher, Waiter/ress, housekeeping clerk, linen porter</td>
<td>- Changing uniform</td>
<td>Locker Room</td>
<td>- Locker shelves</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Keeping personal items</td>
<td></td>
<td>- Mirror</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>All Staff</td>
<td>- Eating foods and drinking beverages</td>
<td>Staff Canteen</td>
<td>- Table and chair set</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Chatting with staff</td>
<td></td>
<td>- Food stall</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Pantry area</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Praying</td>
<td>Musholla</td>
<td>- Mukena</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Sajadah</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Peeing</td>
<td>Toilet</td>
<td>- Wudhu facility</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Washing hand</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Study of Activity and Room Facilities

### Specific User

<table>
<thead>
<tr>
<th>NO</th>
<th>User</th>
<th>Activity</th>
<th>Room</th>
<th>Facility</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Front Office Staff</td>
<td>Receptiöst - Managing guests room check in/out and room keys - Collecting guest’s identification - Managing reservation - Answering phone - Interact with guests</td>
<td>Front Office Receptiöst Area</td>
<td>Reception table - Chair - Computer set - Cashier box - File Cabinet - Telephone - Shelves</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cashier</td>
<td>- Collecting money from guests (staying cost and others that are charged to guests) - Recording daily reports - Interacting with guests</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>IT Clerk</td>
<td>Managing all computer hardware, software, systems, networks, and more</td>
<td>IT Room</td>
<td>- Computer set - File Cabinet - Office desk - Office Chair</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Restaurant &amp; Kitchen Staff</td>
<td>Cook - Preparing dishes for guest</td>
<td>Main Kitchen</td>
<td>- Freezer - Stove - Oven - Preparation area (hot) - Preparation area (cold) - Dish washing area</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dishwasher</td>
<td>- Washing all the dishes and cooking appliances</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Receptiöst</td>
<td>- Managing bill and reservation</td>
<td>Restaurant front desk</td>
<td>- Reception table - Bar stool</td>
<td></td>
</tr>
</tbody>
</table>

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Data Analysis

Admin Faizuz Putri | 2110100192
<table>
<thead>
<tr>
<th>NO</th>
<th>User</th>
<th>Activity</th>
<th>Room</th>
<th>Facility</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>General Manager</td>
<td>- Brainstorming</td>
<td>Operational Manager Room</td>
<td>- Office desk</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Making report</td>
<td></td>
<td>- Office Chair</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Signing report</td>
<td></td>
<td>- Guest Chair</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- File Cabinet</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Computer set</td>
<td></td>
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<tr>
<td>4</td>
<td>Secretary</td>
<td>- Answering telephone</td>
<td>Secretary Room</td>
<td>- Office desk</td>
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<tr>
<td></td>
<td></td>
<td>- Helping General Manager</td>
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<td>- Office Chair</td>
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<td></td>
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<td></td>
<td>- File Cabinet</td>
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<td></td>
<td></td>
<td>- Computer set</td>
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<td></td>
<td></td>
<td></td>
<td>- Telephone</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Marketing Department Officer</td>
<td>- Brainstorming</td>
<td>Marketing Dept. Room</td>
<td>- Office desk</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Making report</td>
<td></td>
<td>- Office Chair</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>- Answering telephone</td>
<td></td>
<td>- File Cabinet</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>- Computer set</td>
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<td></td>
<td>- Meeting table</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>- Chair</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>- Telephone</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Accounting Department Officer</td>
<td>- Making report</td>
<td>Accounting Dept. Room</td>
<td>- Office desk</td>
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<tr>
<td></td>
<td></td>
<td>- Answering telephone</td>
<td></td>
<td>- Office Chair</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td>- File Cabinet</td>
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<td>- Computer set</td>
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<td></td>
<td></td>
<td>- Telephone</td>
<td></td>
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<tr>
<td>7</td>
<td>Human Resources Department Officer</td>
<td>- Brainstorming</td>
<td>Human Resources Dept. Room</td>
<td>- Office desk</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>- Making report</td>
<td></td>
<td>- Office Chair</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>- Answering telephone</td>
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<td>- File Cabinet</td>
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<td></td>
<td>- Computer set</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>- Telephone</td>
<td></td>
</tr>
</tbody>
</table>
### Study of Activity and Room Facilities

<table>
<thead>
<tr>
<th>No.</th>
<th>User</th>
<th>Activity</th>
<th>Room</th>
<th>Facility</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>Security</td>
<td>- Patrol&lt;br&gt;- Coordinating with all securities&lt;br&gt;- Answering telephone</td>
<td>Security Room</td>
<td>- Seats&lt;br&gt;- Telephone</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Monitoring security camera, alarm system, etc 24/7&lt;br&gt;- Answering telephone</td>
<td>Room Control</td>
<td>- Monitor&lt;br&gt;- Chair&lt;br&gt;- Alarm&lt;br&gt;- Telephone</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Handyman Gardener</td>
<td>- Generally maintaining all aspects in hotel, including: mechanical, electrical, plumbing, cooking equipment, laundry machine, air conditioning, wall covering, garden, etc&lt;br&gt;- Answering telephone</td>
<td>Engineering</td>
<td>- Equipment cabinet&lt;br&gt;- Telephone&lt;br&gt;- Seats</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Housekeeping Clerk</td>
<td>- Cleaning guest rooms and public areas&lt;br&gt;- Replacing dirty sheets and empty toiletries in guest rooms&lt;br&gt;- Making report&lt;br&gt;- Answering telephone</td>
<td>Janitor Housekeeping Area</td>
<td>- Equipment cabinet&lt;br&gt;- Storage&lt;br&gt;- Laundry machine&lt;br&gt;- Ironing set&lt;br&gt;- Telephone&lt;br&gt;- File Cabinet&lt;br&gt;- Office Desk&lt;br&gt;- Office chair&lt;br&gt;- Computer set</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Linen Porter</td>
<td>- Washing dirty laundry and ironing clean laundry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Staff Trainee</td>
<td>- Workshop</td>
<td>Training Room</td>
<td>- Chair and table set&lt;br&gt;- Proyektor&lt;br&gt;- Screen&lt;br&gt;- White Board</td>
<td></td>
</tr>
</tbody>
</table>
Circulation of Visitor

- Guest Entrance
- Lobby
- Front Office
- Lounge
- Public Toilet
- Guest Rooms
- Spa
- Fitness Area
- Restaurant
- Café
- Meeting Room (Function Hall)
- Wash area
- Swimming Pool
Circulation of Staff
- Staff Entrance
- Locker Room
- Toilet
- Canteen
- Musholla

Circulation of Hotel Supplies
- Receiving Area
- Food Storage
- General Storage
- Cafe mini-kitchen
- Restaurant Kitchen
- Laundry and Housekeeping
- Public Toilet
- Spa
- Guest Rooms
- Toilet
Study of Space Connectivity
1st Floor

- Entrance
- Lobby
- Front Office
- Lounge
- Cafe
- Restaurant
- Public Toilet
- Meeting Room
- Spa
- Fitness Area
- Swimming Pool
- Wash Area
- Public Lift
- Cafe’s Kitchen
- Pantry
- Main Kitchen
- Chef Area
- Service Lift
- Staff Toilet

- Strongly Related
- Should be Related
- Does not Related
- Public
- Semi-private
- Private
- Service
- Staff
- Guest
Study of Space Connectivity
2nd – 7th Floor

- Public Lift
- Guest Rooms
- Service Lift
- Janitor

- Guest Rooms
- Public Lift
- Service Lift
- Janitor

- Strongly Related
- Should be Related
- Does not Related

- Public
- Semi-private
- Private
- Service
- Staff
- Guest
Study of Space Connectivity
2nd Basement Floor

- Entrance
- Stairs
- Corridor
- Locker
- Toilet
- Receiving Area
- General Storage
- F&B Storage
- Laundry & Housekeeping
- M&E Area
- Janitor
- Service Lift

Graphical representation:
- Entrance
- Stairs
- Toilet
- Locker
- Laundry & Housekeeping
- Janitor
- F&B Storage
- M&E Area
- Service Lift

Legend:
- Strongly Related
- Should be Related
- Does not Related
- Public
- Semi-private
- Service
- Private
- Staff
- Guest
Interior Design For The Malioboro Heritage Hotel, Yogyakarta With Cultural Heritage Concept as Tourism Attraction of Chinatown and Yogyakarta’s Acculturation
Adopting traditional way of living from the past to the hotel's interior so can be directly experienced, and having functional aspects that supported the visualization to make it more comfortable.

Problem with tourism attraction aspects

Living Heritage

Problem with The Malioboro Heritage hotel's image as one of cultural icons of Yogyakarta's Chinatown

Portraying hotel image with Yogyakarta and Chinatown's cultural character

Chinatown's Culture

Chinatown-Yogyakarta's Acculturation

Yogyakarta's Culture

Design give traditional ambience
Design give historical ambience
Design give cultural features
Design can be comfortably experienced

Traditional, cultural, modern

Cultural Heritage
Design give traditional ambience
Design give historical ambience
Design give cultural features
Design can be comfortably experienced

Traditional, cultural, modern

Cultural Heritage

Shape Concept
Color Concept
Material Concept

Wall Concept
Floor Concept
Ceiling Concept
Furniture Concept
Aesthetic Concept
Lighting Concept
**Acculturation**

**SHAPE**
- Tumpang Sari (leveling shape), Panel wall,
- Soko Guru pillar, Perak engravings,
- Wayang, Batik pattern, moon-shape

**COLOR**
- Dark Brown, Natural Brown, Black, Red, Gold

**MATERIAL**
- Wood, Stone
Shape Concept

Shape for Cultural Visual Image

Shape for historical and traditional ambience

Shape theme Cultural Heritage that give tourism attraction aspects and cultural image

Shape of Yogyakarta-Chinatown’s Acculturation Character

- Outline ideas for interior element’s shape is inspired from Chinese’s character and Yogyakarta’s character
- Applying traditional pattern as shape analogy or accentuation
- Have repeating pattern on interior’s elements with rhyme that have connection between all elements.

- Outlines ideas for shape is representation of Yogyakarta-Chinatown’s acculturation which has been simplified
- Shape concept is to flaunt the cultural features like exhibition or art gallery flow so visitor can get the best view without interfering the circulation area
Wall shape is inspired by Joglo’s wood wall concept. Wood panel wall which will be applied will focused as representation of Yogyakarta’s culture that use engraving pattern Perak Yogyakarta, which transformed to simpler shape.

Building pillar will be designed with application of Soko Guru’s shape character as representation of Yogyakarta’s culture with simpler shape.

There will be partition inspired by Moon Gate shape as representation of China culture and combined with engraving pattern Perak Yogyakarta so it will blend with the dominant style one, Yogyakarta’s culture.
Floor shape concept is made to differentiate each areas’ function. The first type is floor with circulation function, where using no-pattern shape and have light reflection ability to help the natural light distribution by reflecting the light.

The second type is floor that have function as meeting point such as lounge area and restaurant, which is using floor shape that have pattern with representation of Yogyakarta’s culture characters such as wood parquet pattern and carpet batik pattern.
Ceiling shape application focused to representation of historical and cultural ambience by using aculturation of Chinatown and Yogyakarta’s cultural shape characters. Ceiling shape concept is inspired by leveling ceiling concept of Tumpang Sari which is the character point of Joglo’s roof as Yogyakarta’s culture representation. This shape concept is divided as two, which are the application of Tumpang Sari with clear number of the leveling and the application of Tumpang Sari with drop ceiling concept.
Furniture shape concept is focused with representation of cultural heritage image by using the shape inspired by traditional furniture of Java and China which is usually seen in Yogyakarta and Chinese's citizen houses with simpler shape.
Aesthetic element shape is focused to representation of cultural heritage image, which is applied in interior as accentuation for wall elements and furniture. One of it is engraving pattern Perak Yogyakarta which transformed to simples shape and applied to those interior elements with repeating pattern or accent point.

Another shape of aesthetic element is application of cultural artwork such as wayang, and using cover with batik pattern.
Color theme Cultural Heritage that give tourism attraction aspects and cultural image

Yogyakarta's Colors
Colors are representing Yogyakarta's colors which taken from Yogyakarta's ethnic building and ethnic outfit which will be the main colors that applied to interior elements.

China's Colors
Colors are representing China's colors which taken from Yogyakarta's ethnic building and ethnic outfit which will be the main colors that applied to interior elements. China have lot of distinct colors that have philosophies and meanings, but the colors chosen are red and gold as the most representing China to be applied to interior elements.
Wall Color Concept

Color used for wall are using colors that visualized Yogyakarta’s colors: black, dark brown, natural brown and gold so it can visualized the historical and cultural ambience according to the main concept. Other than that the colors combined with beige as neutral color and closer to gold.

Floor Color Concept

Color used for floor are using colors that visualized Yogyakarta’s colors: black and dark brown so it can visualized the historical and cultural ambience according to the main concept. Other than that the colors combined with beige as neutral color and closer to gold.

Furniture and Aesthetic Color Concept

Color used for furniture and aesthetic are using colors that visualized China’s colors: red and gold as representation of China culture and Yogyakarta’s colors: dark brown and natural brown as representation of Yogyakarta culture.

Ceiling Color Concept

Color used for ceiling are neutral colors which balance the colors used on other interior elements. These neutral colors also for helping the light distribution.
Material concept

Material of Yogyakarta-Chinatown’s Acculturation Character

- Materials used are material inspired from what used in China and Yogyakarta’s ethnic building as representation of Cultural Heritage image.

Material for Image Visual

- Material theme Cultural Heritage that give tourism attraction aspects and cultural image.

Material for light reflection efficiency and comfortable experience

- Some material used are glossy and smooth-textured material (for reflective effect).
- Material used with emphasis on differences in texture and feature of material to differentiating areas such as between circulation area and seating area and to make impression.

Material Concept
Stone is one of main material in Yogyakarta’s and China’s ethnic building so by using it to interior elements can be representation of both cultures.

Wood is one of main material in Yogyakarta and China’s ethnic building by using it to interior elements can be representation of both cultures.

- Some material used are polished glossy and matte smooth-textured material (for reflective effect)
- Material used with emphasis on differences in texture and feature of material to differentiating areas such as between circulation area and seating area and to make impression

Polished finish

Matte finish
Lighting concept used is the combination between natural lighting and artificial lighting. Artificial lighting concept which are used:

- General lighting
  - General lighting is using downlight lamps which are set in ceiling to prevent too brightness.
- Task lighting
  - Task lighting is using wall washer lamp that was pointed to special areas to give dramatic effect that point out the area where the wall washer is placed.
- Other task lighting used are standing lamp and table lamp.
Final Design

Interior Design For The Malioboro Heritage Hotel, Yogyakarta
With Cultural Heritage Concept as Tourism Attraction
of Chinatown and Yogyakarta’s Acculturation
The Malioboro Heritage Hotel is hotel build in Kampung Ketandan, Yogyakarta which have a purpose to be an icon of China and Java’s acculturation by representing the image of culture heritage of Chinatown and Yogyakarta. Hotel is build in 3000 m² land area which is 9 level floors building.
### Purpose

<table>
<thead>
<tr>
<th>Purpose</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>Score</th>
<th>Rank</th>
<th>Mark</th>
<th>Relative Weight</th>
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<tr>
<td>A. Circulation flow</td>
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<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>II</td>
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<tr>
<td>B. Implementation of “Culture Heritage” Concept</td>
<td>1</td>
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<td>1</td>
<td>3</td>
<td>I</td>
<td>10</td>
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<td>0</td>
<td>1</td>
<td>-</td>
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<td>III</td>
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<tr>
<td>D. Space Layout</td>
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<td>-</td>
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### Objective

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<th>Relative Weight</th>
<th>Parameter</th>
<th>Alternative 1</th>
<th>Alternative 2</th>
<th>Alternative 3</th>
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<td>Implementation of “Culture Heritage” Concept</td>
<td>0.3</td>
<td>Layout and visual supports the “Culture Heritage” concept</td>
<td>Very good 9</td>
<td>Very good 8</td>
<td>Very good 9</td>
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<tr>
<td>Circulation flow</td>
<td>0.3</td>
<td>Compatible with circulation standard</td>
<td>Very good 8</td>
<td>Good 7</td>
<td>Good 9</td>
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<tr>
<td>Implementation of Yogyakarta-Chinatown’s Acculturation</td>
<td>0.2</td>
<td>Yogyakarta-Chinatown’s acculturation seen in space visualization</td>
<td>good 9</td>
<td>Good 6</td>
<td>Very good 7</td>
</tr>
<tr>
<td>Space Layout</td>
<td>0.2</td>
<td>Compatible with user’s needs</td>
<td>good 8</td>
<td>good 6</td>
<td>good 8</td>
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<td>Overall value</td>
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<td>8.5</td>
<td>7.1</td>
<td>8.4</td>
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1 = more important
0 = less important
Score 1-10
Final layout: 1st Alternative with developments

1st selected space
Lobby

2nd selected space
Guest Room

3rd selected space
Restaurant and Cafe
Lobby is the main face of a hotel, the first area that will be faced with hotel visitors consist of 2 main areas: front office area and lounge area, so it's important to applied the concept strongly to these areas to attract the visitors.
Guest room is also the important area which is as the main face of hotel. The most important thing is the design need to be simpler than the lobby design since its function as a rest place.
Lobby is the main face of a hotel, the first area that will be faced with hotel visitors consist of 2 main areas: front office area and lounge area, so it's important to applied the concept strongly to these areas to attract the visitors.
Interior Design For The Malioboro Heritage Hotel, Yogyakarta With Cultural Heritage Concept as Tourism Attraction of Chinatown and Yogyakarta’s Acculturation

Idnia Fairuzi Putri | 3110100192