

ABSTRACT

DESIGN INTERIOR HOTEL BOUTIQUE PAKEM SLEMAN SPECIAL REGION OF YOGYAKARTA

Zenita Atheera Rahmatia

Interior Design, Faculty of Creative Industry, Telkom University
Jl. Telekomunikasi No.1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat 40257

Boutique hotels are one of the hotel classifications that offer uniqueness and luxury services to visitors, with a totality in every architectural and interior design that can provide an experience to visitors who are bored staying at hotels that have the same design in each city. The main factor influencing the development of boutique hotels is the increasing public interest in art, culture and history. One area that is a cultural destination is Yogyakarta Special Region, where every year tourists who get to this area are always crowded. Regions in Yogyakarta other than the city that is always experiencing an increase in tourist arrivals are Sleman Regency. In its Tourism Development Master Plan, the Sleman Regency Government has focused on a number of areas to be developed for tourism, one of which is in terms of hotel accommodation facilities by raising the surrounding culture, quality in facilities and professional services. The area is Pakem area, but the lack of hotel facilities in this area and the lack of interior in the hotel which characterizes the surrounding culture shows that the tourism development has not been implemented.

Through the above explanation, research and design of the interior of the hotel will be carried out to characterize the surrounding culture with quality facilities and services. By looking at how hotels in the Pakem Region, the classification of hotels that are appropriate to reflect the tourism development that is applied, the design of boutique hotels in the Pakem area was chosen, where the interior design focuses on a unique design, without being bound by standards like a star hotel. The design of the interior of this boutique hotel will elevate its design based on the surrounding culture, namely Javanese culture that based on Yogyakarta Palace, combined with modern elements following the life of today's society.

Keywords: Boutique Hotels, Javanese Culture, Yogyakarta Palace