

REDESIGN OF SAHID MANDARIN HOTEL IN PEKALONGAN CITY WITH A BRAND VALUE APPROACH

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ABSTRACT

Pekalongan as one of the historic cities in Indonesia, and Batik as a landmark established by UNESCO, thus business and tourism play an important role in advancing the economy of Pekalongan City through the provision of hotels for middle and upper segment guests. In a business hotel design project by applying elements of local culture to make the hotel different from other hotels, the application of this style is also based on the vision of sahid hotels and resorts. That way, visitors can feel the historical value of the Sahid Mandarin Pekalongan hotel design project.

The method used in the design of the interior is by using the acculturation approach to tradition and culture which refers to the peranakan Chinese in Pekalongan, based on the science of feng shui in several hotel facilities. With the aim of creating an Oriental atmosphere with the characteristics of Chinese culture and traditional Javanese culture supported by an acculturation approach to Chinese and Javanese culture, which will be achieved through an oriental concept which can create visualization, functionality, aesthetics, value.

The results of this study with a Cultural Acculturation approach that uses an oriental concept are designed to be able to increase the image or value of the importance of culture in Indonesia and can shape the identity of the city and hotel through its interior. The application of the Peranakan heritage theme is manifested in interiors such as lobbies that use geometric patterns, shapes that interpret Chinese style and are combined with several interior elements that characterize Javanese culture, namely batik on wall and ceiling treatment elements.

Keywords: Interior Design, Acculturation, Culture, Peranakan, Hotel