

ABSTRACT

DESIGNNING LANCANG ISLAND RESORT HOTEL IN LANCANG ISLAND WITH METAPHORICAL APPROACH

Larasati Vie

Interior Design, Faculty of Creative Industries, TelkomUnivesity,

Telekomunikasi St. No. 1, Terusan Buah Batu, Sukapura, Bandung, West Java 40257

The design of Resort Hotels in the Lancang Island area is supported by data on lodging facilities or homestays that are still not considered adequate. The location is adjacent to Lancang Besar Island which is a residential area that has a medium density. With the design of this Resort Hotel, Lancang Island has the potential to become a tourist island. Using data collection techniques such as direct and indirect observations, it is necessary to find basic information related to the design object of the Resort Hotel, conducting comparative studies to collect information related to places that have the same characteristics as the design object. This comparative study will then be used as a consideration and reference in the design of Lancang Island Resort Hotel. The application of the metaphorical approach in this design, helps create a strong atmosphere and character of space through the application of metaphorical forms from the natural elements of the surrounding sea. In addition to maximizing the atmosphere of the space, the use of natural materials is useful to increase natural air circulation and is environmentally friendly. This design is expected to overcome existing problems in order to build user comfort, attract tourists, and encourage the success of tourism development on Lancang Kecil Island to become an island. This can make an area that has not been utilized into a productive area supported by ideal facilities and concepts.

Keywords: *Resort Hotel, Metaphor, Marine Nature Environment*