

DEVELOPMENT OF INTERIOR DESIGN AT KIMAYA SUDIRMAN HOTEL YOGYAKARTA WITH BUSINESS ACTIVITY APPROACH

ABSTRACT

The evolving function of hotels, shifting from mere accommodation to spaces that support business activities, necessitates interior transformations, particularly at the Kimaya Sudirman Yogyakarta Hotel. As a 4-star hotel in a prominent business district, it must adapt to meet the growing demands of its market, especially business and MICE (Meetings, Incentives, Conferences, and Exhibitions) guests. Despite its strategic location, a needs assessment revealed that the hotel lacks essential facilities, such as a dedicated business lounge, to accommodate informal business activities.

This study aims to develop a new interior design concept for the Kimaya Sudirman Hotel by adopting a business activity approach. The project seeks to create facilities and spatial layouts that are effective, functional, and aligned with the standards and needs of professional guests. A descriptive qualitative method was used to collect data, including a survey of 35 business guests, as well as a comparative study and a precedent study.

The resulting design includes a standardized spatial organization, the selection of ergonomic furniture, the creation of a collaborative atmosphere, and the application of interior elements that support productivity. The proposed design is expected to enhance the quality of existing business facilities and introduce new ones that are currently unavailable. Overall, this design concept provides a concrete solution, contributing to the interior design literature and improving the guest experience by focusing on professionalism and comfort.

Kata kunci : Interior Design Development, Business Activities, Hotel, Business Hotel, Professionalism.