

ABSTRAK

Jakarta sebagai pusat ekonomi dan bisnis membutuhkan akomodasi hotel bisnis yang dapat menampung kegiatan MICE (Meeting, Incentive, Convention dan Exhibition). Dilatarbelakangi oleh pandemi di awal tahun 2020 berdampak dengan penurunan minat terhadap akomodasi hotel bisnis di kota Jakarta. Penurunan tersebut disebabkan tindakan masyarakat yang menghindari ruang fisik untuk berkegiatan bisnis sehingga ditransformasikan melalui virtual. Di sisi lain, pola psikologis maupun menjalani rutinitas mulai mengalami beberapa perubahan, maka dari itu perancangan interior dapat adaptif dan inovatif dengan perubahan yang terjadi sehingga mengoptimalkan akomodasi hotel bisnis serta menjadi value bagi para pelaku bisnis. Grand Orchardz hotel termasuk hotel bisnis menengah keatas yang berfungsi sebagai tempat menginap keluarga dan perjalanan bisnis, sehingga memiliki layanan dan fasilitas yang menjadi keunggulannya. Salah satunya Ballroom dilengkapi dengan area pre function, coffee break dan meeting room. Menggunakan konsep desain “Essentially in Space” pada perancangan memberikan distingsi baru terhadap esensi fungsi, adaptasi new normal dan unsur otentik dari hotel tersebut. Gaya desain yang mengacu pada gaya kontemporer dan permukaan seamless look serta berfokus pada garis-garis sederhana, bersih, dan rapi. Pencahayaan dan penghawaan berperan penting khususnya pada ruang tertutup seperti Ballroom, untuk pertukaran udara didalam ruangan menggunakan air purifier. Implementasi konsep terhadap elemen interior seperti lantai yaitu communicative dengan menggunakan material atau warna berbeda. Dinding yang berfokus pada penerapan material hygiene, permukaan non-porous, dan low maintenance. Treatment pada ceiling dengan konsep layering berperan sebagai traffic control untuk tamu dan staff hotel. Hasilnya dari perancangan ini, esensi dalam konsep dapat diterjemahkan ke dalam tampilan interior dari fasilitas hotel bisnis sehingga memberikan kenyamanan bagi para tamu hotel khususnya untuk aktivitas MICE (Meeting, Incentive, Convention dan Exhibition) maupun sebagai akomodasi hotel bisnis yang dapat mengesankan tamu hotel.

Kata Kunci: Desain Interior, Function Room, Hotel Bisnis, New Normal

ABSTRACT

Jakarta as an economic and business center that requires business accommodation that can fill MICE activities (Meeting, Incentive, Convention and Exhibition). Against the backdrop of the pandemic in early 2020, there was a decline in interest in business accommodation in the city of Jakarta. The decline was due to community actions avoiding physical space for business activities so that it was transformed through virtual. On the other hand, psychological or psychological patterns of undergoing a routine begin to experience some changes, therefore interior design can be adaptive and innovative with the changes that occur so as to optimize business accommodation and become a value for business people. Grand Orchardz hotel is a mid-to-high business hotel that functions as a place to stay and travel for business, so it has services and facilities that are its advantages. One of them is a Ballroom equipped with a pre function area, coffee break and a meeting room. Using the design concept "Essentially in Space" in the design gave a new distinction to the essence of function, a new normal and authentic adaptation of the hotel. A design style that draws on contemporary styles and surface surfaces and focuses on simple, clean, and neat lines. Lighting and ventilation are important, especially in closed spaces such as ballrooms, for indoor air exchange using an air purifier. Implementation of concepts for interior elements such as communicative floors using different materials or colors. Walls that are in the application of material cleanliness, non-porous surfaces, and low maintenance. The treatment of the ceiling with a layering concept acts as a traffic control for hotel guests and staff. The result of this design, the essence of the concept can be translated into the interior appearance of the hotel business facilities that provide comfort for hotel guests, especially for MICE activities (Meeting, Incentive, Convention and Exhibition) as well as business accommodation that can impress hotel guests.

Keywords: *Interior Design, Function Room, Business Hotel, New Normal*