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Proceedings Article

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Keni Keni, Teoh Ai Ping, Linda Lin-Chin Lin

All of the articles in this proceedings volume have been presented at the International Conference on Economics, Business and Social Humanities 2025 during April 14-15, 2025 in Kun Shan University, Tainan, Taiwan. These articles have been peer reviewed by the members of the Scientific Committee and approved...

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A Preliminary Study on the Development of Smartphone Usage Behavior Scale for Young Adults

Jivita Hita Salim, Rahmah Hastuti

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Application of Acoustic Materials in Dance Studio at the Jakarta Traditional Dance ARTS Training Center

Meisha Arianti, Mariana Mariana, Eddy Supriyatna

Optimal dance studio interior design requires special attention to the acoustic aspects of the room. This study aims to design an interior of dance studio by considering the use of materials that can dampen sound and regulate the acoustics of the room. Good acoustic quality is essential to create a comfortable...

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Bridging Sacred Texts and Digital Creativity: Exploring Augmented Imagination in Visualizing the Book of Ezekiel

Anny Valentina, Ruby Chrissandy, Yosadara Paramita, Ruth Cecilia, David Amadeus Gerungan

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Tabah Rizki, Herlin Tundjung Setijaningsih

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Co-Optation of Political Elites in Public Spaces (A Semiotic Study of Building Colors Ahead of the Regional Election in Tomohon/Manado)

Wulan Purnama Sari, Suzy Azeharie, Claribel Halim, Tracy Zagitania

Partai Golkar, including North Sulawesi, was the ruling party during the New Order regime. However, after the New Order regime collapsed in 1998, almost 184 new political parties emerged. The electoral system was changed to an open one, where citizens can choose legislative and executive candidates....

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Diah Ayu Candraningrum, Riris Loisa, Farid Rusdi

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Felicia Hartono, Henny Wirianata

Sustainability report disclosure shows that corporations incorporate sustainability into their business strategies as global awareness grows. Sustainability reporting has attracted investors in Indonesia who value financial success and sustainability. Some KOMPAS100 companies still engage in unsustainable...

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Moehammad Gafar Yoedtadi, Budi Utami, Wulan Purnama Sari

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Kadek Yogi Pratama, Henny Wirianata

This research discusses the factors influencing firm value. This study uses energy and basic materials sector companies listed on the IDX in 2019–2023. A total of 97 data were obtained based on the purposive sampling technique. Using SPSS version 25, the variables studied include independent variables...

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Factors Affecting Job Satisfaction with Organizational Commitment as a Mediation Variable

Ferry Irawan, Mohammad Agung Saryatmo, Ronald Sukwadi

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Impression Management in Building the Brand of Private Universities (Study of the Role of Public Relations in University Management)

Yugih Setyanto, Susanne Dida, Evi Novianti

This research aims to analyze the role of impression management implemented by Public Relations (PR) in building the brand of private universities in Indonesia. In the context of global higher education competition, private universities need to build a strong brand identity to attract prospective students...

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Interior Element's Role In Forming Spatial Atmosphere At Manhattan Hotel Jakarta

Angelina Grace Naulita, Aghastya Wiyoso, Anastasia Cinthya Gani

Interior elements play an essential role in interior design, particularly in forming the atmosphere or ambience of a space. A space's ambience can affect the psychology and perception of users of the space towards interior design because the selection of certain interior elements can provide different...

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Interior Element's Role In Forming Spatial Atmosphere At Manhattan Hotel Jakarta

Angelina Grace Naulita¹, Aghastya Wiyoso², Anastasia Cinthya Gani³

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Abstract Interior elements play an essential role in interior design, particularly in forming the atmosphere or ambience of a space. A space's ambience can affect the psychology and perception of users of the space towards interior design because the selection of certain interior elements can provide different experiences. Color, light, lines, patterns, shapes, textures, and material selection are chosen to fit the brand image or identity of the Manhattan Jakarta hotel, which is a 5-star business hotel with an elegant, modern, and luxurious image and inspired by Manhattan, New York City. The interior elements that are applied to the hotel creates a room atmosphere to provide a modern, elegant and dynamic Manhattan feel for its users, such as certain colors to shape the user's view of the space, while materials and textures enrich the visual and tactile experience, patterns that are widely used in the Art Deco era which is one of the popular modernist art movements in Manhattan, colors that match the hotel's identity, and lighting that creates a luxurious and calming ambience of the space. In addition to enhancing a space's aesthetics, interior elements also support the space's function and can influence the psychology of hotel guests.

Keywords: Interior elements, atmosphere, perception, psychological

1. Introduction

Atmosphere is the feeling or condition of a space. In architecture and interior design, atmosphere means perception or what is felt or experienced by the user through the five basic human senses [1]. Space has a broad meaning, namely as a physical place or a medium of social interaction between its users. Therefore, atmosphere is related to how a space can give an impression or evoke certain feelings in its users. According to Ching [2], there are few aspects of space which consists of physical aspects (walls, floors, ceilings), perceptual aspects, that connects to the response of the five senses to the elements in the room (texture, sound, smell, light) and conceptual aspects, which related to the meaning or story conveyed through the design of the space (images, motifs, symbols). These aspects form an atmosphere or ambience of a space in interior design. Interior design elements are the foundation in designing and creating an atmosphere in a space because each different element creates a different atmosphere and gives a unique characteristic to the space [3]. Apart from providing a certain atmosphere to the room, the interior elements applied could also influence the psychology and behavior of its users

The focus in this research related to the application of interior elements is a 5-star business hotel located in Kuningan, South Jakarta. This hotel is strategically located at the city center, surrounded by offices and shopping centers. This hotel had applied interior elements to its space that form a modern atmosphere in the middle of a metropolitan city, providing a professional impression to business people, and creating a luxurious atmosphere as a 5-star hotel. This hotel is also inspired by Manhattan, which is seen by the interior elements and decoration applied to evoke the feeling of Manhattan, New York City. The interior of the Manhattan Hotel studied in this research is the output of a redesign of the hotel interior, as part of the Final Project, organized by the Interior Design Study Program, Tarumanagara University. The entire data from the initial condition of the hotel's interior is examined first to analyze and make recommendations for strengthening and refining the initial concept of the interior, which is represented by the existing hotel.

2. Research Method

The methods applied in this study support initial data collection activities, both literature and field data. The method used in the early phase research is a qualitative method. According to Nugrahani [4] qualitative research is research that involves a more narrative description, compared to quantitative research, which predominantly uses numbers. Nugrahani also emphasized that a qualitative approach is appropriate for research cases related to social and cultural topics.

Nasution [5] stated that there are stages when conducting research using qualitative methods, including:

1. Description stage, the first stage where researchers collect data and briefly explain what they found. The data produced is diverse and not well-structured.
2. Reduction stage, the stage where researchers determine the focus of the research and begin the process of simplifying, sorting, and selecting information related to the data that will be used to remove unnecessary data.

3. Selection stage, where the selected data is broken down into more detailed components that are later analyzed
4. Data presentation, the data is then presented using more descriptive text
5. Conclusion stage, to conclude the data that has been analyzed

Some of the instruments used in this case are human instruments, that is, experts, and non-human instruments such as interviews, observation, and questionnaires [6]. This research uses human instruments, which are the staff of the Manhattan Jakarta hotel, and non-human instruments from observation and interviews conducted in the research. The data collection in this research is through literature studies, previous research journals with the same topic, field observation to the Manhattan Jakarta Hotel, collecting documentation of the hotel rooms, and conducting interviews with HR and other staff at the Manhattan Jakarta Hotel.

The following stage of research was carried out on the output of the redesign of the hotel interior, which had passed the previous final exam evaluation, as a visual analysis process of several interior design documents related to the topic of the article.

3. Results And Discussions

The book Interior Theory [7] states that several elements form the interior, which include:

1. Space
Places that have a physical shape and their boundaries are walls, floors, and ceilings
2. Line
Lines are the most basic element and are the outlines that determine the shape of the object. Lines can be categorized as horizontal, vertical, curved, or diagonal
3. Shape
Fields are those that are limited and determined by other elements of art, such as colors, lines, and textures.
4. Form
A 3-dimensional geometric shape, such as a cube or cylinder
5. Texture
A visual or tactile feature by which a space user can touch or feel an artificial or natural object. Textures can be categorized into rough, soft, thick, thin, shiny, or dull.
6. Pattern
A decorative design that has a repetitive shape
7. Color
Color is the effect of light reflected or penetrating an object. Color can affect a person's psychology in the interior. Different colors also give a different atmosphere
8. Light
Light is divided into two categories: artificial light and natural light. Light can create a spatial atmosphere through the intensity and color of the light itself [8].

In addition to the elements that have been mentioned, materials also include interior elements that are influential in building the atmosphere of the interior room [9]. In this study, the author focuses on several dominant aspects in shaping the atmosphere of the space in the interior of the Manhattan Hotel Jakarta, namely lines, colors, patterns, and materials. These elements were chosen based on their significant visual and emotional impact within hotel interiors. Elements such as line, color, pattern, and material finishes are among the most immediately perceived by guests, influencing first impressions, mood, and spatial atmosphere.

Meanwhile, elements like form, space, or shape are usually associated with a broader field of architecture than interior, and often require architectural-level decision that goes beyond the scope of interior design. These elements involve larger-scale spatial planning that includes an architectural perspective. Since the study focuses solely on interior design, these elements are not included in the discussion. Additionally, lines, patterns, materials, and colors are already significant in forming space, and shape itself is already determined by other elements like lines and colors as stated before. Texture is inherently a component of material finishes, which is included as part of the material elements.

3.1 Line

Each line has its own meaning and can shape the user's perception [10] as shown in the table below

Table 1. Table of Interior Elements
Source: Chressetianto, 2013

Line Types	Meaning/Emotional Response
Vertical Line	
Horizontal	Gives an impression of a wider and more spacious room, creating a relaxing and calming atmosphere
Vertical	Gives a grand and strong impression, creating an illusion of a taller room
Diagonal	Gives an impression of a dynamic and active yet unstable atmosphere
Curved Line	
Circles and Full Curves	Creates a playful, happy, and cheerful atmosphere
Voluptuous, Full and Complex Curves	Creates an atmosphere of wealth and luxury
Softer, Delicate Curved Line and Shape	Gives an elegant, pure, and graceful impression

The Manhattan Hotel uses several lines, namely horizontal and vertical lines to give the impression of a taller, firmer, stronger, luxurious, and spacious space like the brand identity of the hotel itself which is commonly applied in public spaces such as lobby reception and bar & lounge in Figure 1, Figure 2, and Figure 3.

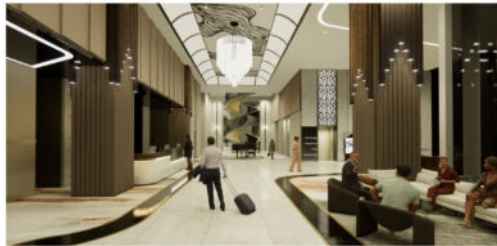


Fig 1. Lobby reception area
Source: Presentation Document. Naulita, A.G., 2024



Fig. 2. Front office area
Source: Presentation Document. Naulita, A.G., 2024



Fig.3. Bar & lounge area

Source: Presentation Document.Naulita, A.G., 2024

In addition to vertical lines, curved lines are also applied to the interior, such as floor patterns, ceilings, and wall panels, especially the bar and bedroom areas to give an elegant, elegant, relaxing, and calm impression for the users of the space in Figure 4 and Figure 5.

S



Fig. 4. Bar area

Source: Presentation Document. Naulita, A.G., 2024



Fig. 5. Suite bedroom

Source: Presentation Document. Naulita, A.G., 2024

3.2 Color

Colors have meaning and can build the atmosphere of a space. Color perception is one of the human senses that is linked directly to emotions and has a symbolic and psychological effect [11]. Colors are an effective element to influence space users' emotions. A single color can carry many meanings and interpretations. For example, the color white in China may be associated with sadness and mourning, but in Europe it symbolizes purity and cleanliness [12]. Cool-toned colors, such as green, blue, and purple, give a calm impression, while warm colors, such as red, yellow, brown, and orange, impress warmth and intimacy[13] . In pictures 6 and 7, the lounge and lobby reception areas in the hotel are dominated by black, white, gray, and gold. White is associated with purity, giving the atmosphere of a spacious and clean space; black has a firm meaning, intimidating yet elegant. The colors of gold, silver, and brick red convey something expensive, exclusive, wealth, and luxury as well as high social

status [14] These colors are applied to form the atmosphere of the Manhattan hotel, which is a 5-star business hotel that has a luxurious, elegant, and modern brand identity.



Fig. 6. Lobby lounge area

Source: Presentation Document. Naulita, A.G., 2024



Fig. 7. Lobby reception area

Source: Presentation Document. Naulita, A.G., 2024

These colors are also applied in elevators, wall panels, stairs, and floor borders that use gold stainless steel trim. In the bar & lounge area and bedrooms, warm colors such as brown, red, orange and beige are generally used which are applied to the walls, ceilings, furniture, and decorative elements to give the impression of an intimate, warm, and soothing space, especially for space users who need to rest and relax but still maintain the impression of a luxurious and elegant space. Especially items of furniture. Choosing and mixing a combination of colors and materials are also major aspects in defining the overall aesthetic, style, and atmosphere of a space [15]. Applying grey and muted colors can give a more modern look, while adding gold, red, brown, and rich, deep colors with velvety or leather material creates a more luxurious and jazzy New York City atmosphere, as shown in the items of furniture in picture 8, Figure 9, and Figure 10.



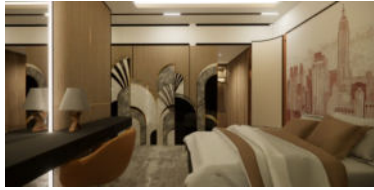
Fig. 8. Bar & lounge area

Presentation Document. Naulita, A.G., 2024



Fig. 9. Lounge area

Source: Presentation Document.Naulita, A.G., 2024

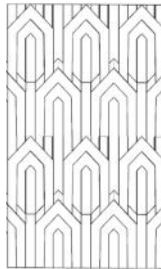
**Fig.10.** Suite bedroom

Source: Presentation Document.Naulita, A.G., 2024

3.3 Pattern

Pattern is one of the elements that affect human perception of a space. Vertical patterns tend to create a taller illusion of a space, while horizontal patterns can elongate a space. Dense and complex pattern may create a smaller and more enclosed space, while simple patterns can make a room feel more open and airier. In conclusion, patterns do more than just a décor of an interior, but they also shape how the space users feel about the interior emotionally[16].

The pattern applied to the interior of the Manhattan hotel is inspired by the art deco pattern, which is prevalent in Manhattan, New York City. Art deco itself is one of the art genres that is the parent of modern art or modernism [17] which has several characteristics, namely the common use of geometric patterns, trapezoids, zigzags, and puzzles, besides that art deco also uses a lot of materials such as aluminum and stainless steel. This art deco pattern can be seen in the elevator area in the lounge in picture 11, which draws inspiration from one of the art deco patterns, namely geometric patterns. The geometric pattern used is a square that forms a stable, balanced, and strong room atmosphere[18] in accordance with the vision and mission of Manhattan Hotel Jakarta.

**Fig. 11.** Geometric Art Deco Pattern

Source: Presentation Document. Naulita, A.G., 2024

In addition to geometry, the characteristic art deco floral pattern with a curved shape is also found in the glass dividers on the sofa bar furniture in the bar & lounge shown in Figures 12 and 13

**Fig 12.** Implementation of Art Deco pattern in the elevator area

Source: Presentation Document. Naulita, A.G., 2024



Fig. 13. Floral Art Deco pattern
Source: Presentation Document. Naulita, A.G., 2024

3.4 Material

According to Suptandar (As Cited in Chressetianto, 2013)The materials used in the interior can form the atmosphere of the space, namely the use of marble gives the impression of spaciousness, coolness, and cold but beautiful, while the use of carpet and wood creates a warm and natural atmosphere, while ceramics impresses beauty and coolness. The use of marble is in public areas such as the lobby, reception, and bar & lounge to give the illusion of spaciousness and beauty. Wood and carpets are applied to the bedroom area to create a comfortable and warm impression of the space and help space users rest. Technically, carpets also reduce the sound of footsteps (noise), so that carpets are an acoustic material that is widely used in this design. On the walls, the dominant materials used are paint and mirror glass. Mirror glass forms a more modern atmosphere and expands the space and gives the impression of a brighter room. Speaking about material naturally includes the discussion of texture.

Texture is an integrated part of the physical property of materials in which different textures give different feels and can stimulate human emotion through the tactile experience [19]. For example, velvet gives the visual of smoothness and warmth, thus suitable for a more intimate and relaxed room such as Bar & Lounge area inside the hotel. The journal also stated that velvet gives more pleasure and arousal, as indicated by the findings from sensory evaluation on emotions evoked by the materials. The velvet material is widely applied in the Manhattan hotel bar, especially on furniture such as sofa and lounge chair.

4. Conclusions And Suggestions

Based on the results of the analysis in this research, interior elements have a great influence in creating the atmosphere of a space. According to several experts and previous research journals, the application of certain colors, lines, shapes, materials, and patterns can influence perception and have different psychological impacts on users of the space.

The case study using the Manhattan Hotel in Jakarta, which is a 5-star business hotel as the focus, applied a modern contemporary and artistic concept to its space that are seen through the application of interior elements that provide the impression of an elegant, luxurious room with artwork and patterns that emphasize the artistic impression of the hotel interior, mainly art deco and modern art which are the major characteristics of Manhattan, New York City.

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