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INTERPRETATION OF BRAND IDENTITY AND BRAND IMAGE IN THE INTERIOR CONCEPT OF A 4-STAR BUSINESS HOTEL IN BEKASI

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Thank you very much for your attention.

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INTERPRETATION OF BRAND IDENTITY AND BRAND IMAGE IN THE INTERIOR CONCEPT OF A 4-STAR BUSINESS HOTEL IN BEKASI

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ABSTRACT

Business hotels in Indonesia offer lodging facilities and venues for guest meetings, incentives, conventions, and exhibitions (MICE). According to observations by Colliers Indonesia's Hospitality Services team, the hospitality sector in Indonesia has experienced significant and positive growth, with an increase of approximately 6% to 8% since 2023. Furthermore, trends in family vacations are projected to persist and continue growing. The image is the perception people have of a company or its products. The hospitality industry recognizes the importance of branding in staying competitive. The image represents the emotional and communicative perception of products and services, essential for a company's success. More and more businesses are realizing the importance of branding. Hotel interior design is crucial in establishing a unique brand image, setting the hotel apart from its competitors. Additionally, the interior design must establish an emotional connection between the hotel's brand image and its guests, influencing guests' perceptions and impressions of the hotel brand and creating a space that harmonizes with the brand identity. This study aims to identify and analyze the brand image, conceptualize and implement design concepts that align with the hotel's brand image of "captivating local experience". Brand image refers to the message received by consumers from a product, brand, or individual. The hotel's brand image conveys the message that its services provide guests with an authentic experience to explore and appreciate the local uniqueness. This study adopts a qualitative and descriptive case research approach. Data collection involves literature reviews and field observations. Data processing techniques in this research focus on the relationship between the characteristics of the branding process and interior elements such as space, color, material, shape, lighting, and furniture. The interior design concept of a hotel is more than just creating visually pleasing spaces; it is about creating an environment that symbolizes the company's identity, resonates with customers, and strengthens the brand image.

Keywords: business hotels, brand identity, brand image, interior design, local experience

1. INTRODUCTION

A hotel is a type of accommodation that uses part or all of it to provide lodging services, food and beverage providers, and other services for the general public and is managed commercially. Along with lifestyle changes, the function of the hotel has changed, not only as an inn but also to hold meetings, meetings, wedding receptions, seminars, exhibitions, and even performances. Business hotels accommodate lodging services and facilities that can support business activities for guest *meetings, incentives, conventions, and exhibitions (MICE)*. Currently, business hotels are again crowded with visitors and guests after the COVID-19 pandemic, both local and foreign

tourists. This development is also accompanied by the widespread distribution of hotels and the emergence of 4-star competing business hotels, especially in Bekasi City.

Interpretation means giving a theoretical impression, opinion, or view of something. Interpretation (Irwin & Gracia, 2007) is used about texts that consist of three subjects: a)understanding of the meaning of a text, b)the process or activity in which a person develops an understanding of the text. c)refers to the study of texts. The purpose of interpretation is to increase understanding. The word interpretation can be interpreted into an activity to explain an object that is still unclear.

Brand identity is created by the company, which is responsible for developing a distinguished product with distinct attributes. Brand image relates to consumer perceptions and includes a collection of beliefs about a brand. Brand identity and brand image are related but not identical concepts. Both are vital components of a good brand. A company can increase brand loyalty by ensuring that its identity and image are consistent (Nandan, 2005). The visual identity of a brand that catches the eyes of consumers. (Jain, 2017)

Table 1. The differences between brand identity and brand image (Source: Nandan, 2005).

Brand Identity	Brand Image
Source/company focused	Receiver/target audience focused
Created by managerial activities	Createdby perceptions of the consumer
Encoded by the brand originator	Decoded by brand receiver
Identity is sent	Image is received/perceived

The American Marketing Association (AMA) defines a brand as any distinguishing element, such as a name, word, design, or symbol, that identifies goods or services. Brand identity refers to the visual and symbolic components that represent a company. These components include a brand's name, logo, color scheme, typography, and design elements. These elements work together to create a brand image that consumers can recognize and connect with. A strong brand can significantly improve a company's image. Brands act as the face of a product, offering consumers an initial impression and allowing them to identify the product easily (Kotler & Keller, 2016)

Visual identity (Alessandri, 2014) is the brand personality of a company that can be recognized through what we see or hear with the unity of concepts (Raja et al., 2022). Interior design is a means of implementing a brand's visual identity. It can create emotional connectedness with consumers, a concept often referred to as interior branding. Branding is a process that aims to increase consumer awareness and trust in a brand. Brand identity is created from visual elements that support the values of the brand (Wheeler, 2017).

Interior branding is a strategy for communicating the core of a company's brand identity through the design of the physical environment. This includes tangible elements such as interior design and visual aesthetics, as well as intangibles such as the ambiance of space (Pradini & Wempi, 2019). Interior design helps to create the character and visual identity of a brand more effectively, as it can create an attractive physical environment to convey the message of brand identity. A good hotel interior design will give visitors an unforgettable impression and experience of space. Interior design elements have a major influence on the brand identity of a

hotel. The brand image (Kotler & Keller, 2016) is the perception and belief by consumers, as reflected in associations embedded in customer memory, which are always remembered first when hearing slogans and embedded in the minds of consumers. Interior branding is a complex process that goes beyond logos and signage. Every brand has a 'story' to tell. The designers had to interpret this story into the physical environment.

Three main aspects must be considered by interior designers when they do branding (Kuhteubl, 2016) namely Vision, Story, and Energy. The application of branding in the interior will be maximized when applying these three aspects of interior branding in balanced (Sari, S.M; Nilasari, P.F; Tedjokoesoemo, 2022). The descriptions of these three aspects are: 1) The Clear Vision component refers to the clarity of the hotel's identity and vision. This is reflected in the placement of logos and signage, as well as the layout of space and furnishings. (2) The Unique tale component refers to how a store's logo and interior design can express its unique tale or message to visitors. This may be observed in the meaning of the logo, concept, song type, and place names. The concept of space influences the shapes, colors, and materials used to create space-forming elements, space fillers, and space decorations, all of which influence the space's ambiance. (3) The Energy aspect includes everything that influences visitors' first impressions. Visual attractiveness, quality, conditioning systems, and space facilities that draw attention and promote visitor comfort are among these considerations.

This writing is focused on the process of designers interpreting or understanding the character of the hotel's brand identity and translating it into interior design concepts.

2.   RESEARCH METHOD

This paper is a conceptual paper that aims to identify, analyze, and brand image elements of 4-star business hotels from an interior design perspective to formulate interior design concepts with new interpretations.

This is a case study research on the interior design of a 4-star hotel using descriptive qualitative methods. The purpose of descriptive qualitative research is to make descriptions, descriptions, or representations of facts, properties, and relationships between the phenomena studied systematically and factually accurately. Data collection in this study was carried out through literature studies and field observations (Nazir, 2009)

Qualitative data analysis is divided into three areas, namely data reduction, data presentation, and conclusions. Data reduction is the process of simplifying/selecting data. Data presentation is the preparation of pre-selected information/data into narrative text, graphs, charts, etc. Conclusion drawing is the final stage of data analysis in the form of results/accumulation of data analyzed paragraph by paragraph (Bryman & Burgess, 2002).

This research data processing technique refers to the relationship between the characteristics of the branding process with interior elements (Imani & Shishebori, 2014). Interior elements that influence branding include: (1) Space: generating an appealing room atmosphere that makes a lasting impression and is tailored to the company image. (2) Color: The selection of colors that are consistent with the brand and can make an impression on visitors. (3) Material: A combination of materials that attracts. (4) Form: The use of shapes/symbols that reflect the brand concept. (5) Light: Contributes to the atmosphere and character of the visiting experience. The

organization of light corresponds to the function of the space. (6) Furniture: Shows the purpose of space.

3. RESULTS AND DISCUSSIONS

The Hotel Overview
A 4-star business hotel in Bekasi is set amidst wide, clean streets and a safe environment. Bekasi is a fast-growing residential and industrial city and an integral part of the Jabodetabek region.

The Hotel Brand Identity
A logo is a vital component of a hotel's brand identity. It serves as a visual representation of the brand, conveying its values and personality, and helping to build recognition, trust, and loyalty among customers.
The parent company's logo features the letters 'H' and 'S'. Each hotel brand has its unique wording to distinguish itself. The logo features a bud shape symbolizing hope that continues to grow. The term 'santika' derives from the Sanskrit language, meaning strong and calm.

Figure 1. Hotel logo (Source: www.mysantika.com)

The hotel company states brand identity is "Captivating Local Experience", which is an effort to create a hotel environment that reflects the richness of culture and local identity. The goal is to provide guests with an authentic experience and produce a space that not only replicates elements of local culture but also takes visitors on an immersive journey to experience and appreciate the uniqueness and depth of local heritage. The experience aspect of a brand or what is called the brand experience (Soegoto, 2014) is a combination of the overall value of experience derived from interaction with the brand.

A general definition of local experience is experiencing a destination in the eyes of a local member of the community, someone who has resided at a place since birth or for long enough to embody its cultural traits. It's a way to gain new perspectives and give back to the places. Travelers are demanding authentic, experientially-oriented opportunities with more meaningful interactions with locals (Paulauskaite et al., 2017).

The Hotel Brand Image
The hotel company attempts to create the image of "A Touch of Indonesia". The brand value of the hotel is "Indonesian home" and uses the tagline "Hospitality from The Heart." This four-star premiere segmentation hotel has a brand image: "exclusive living for discerning guests" that explains: (1) Feel completely comfortable. Personal touch in services. (2) Business and leisure travelers wanting the various upscale amenities of a high-end hotel. (3) A four-star hotel that perfectly blends world-class service standards with an authentic Indonesian charm. (4) Discover the highest quality and exceed expectations. According to the results of a study, hotel location,

hotel stay and ambiance, hotel staff competence, and guest-to-guest experience influence revisit intention.

According to thejakartapost.com, Santika's identity lies in its unique approach to exposing discerning customers to Indonesia's alluring charm, which includes a rich tapestry of local culture and brilliant hues. Traditional ideals continue to inspire the group and are an essential part of their identity.

The Hotel Local Identity

This hotel is located in Kota Harapan Indah, Bekasi, West Java. Hotel interior design that incorporates aesthetic elements from West Javanese culture represented by authentic batik textiles such as Kujang-kijang, Merak Ngibing, Mega Mendung, Beasan, and Priyangan. Batik patterns are also applied in medium-density fiberboard (MDF) material with laser cut technology for interior aesthetic elements. For a modern impression, the interior design adopts the Batik Fractal design with a bamboo theme. Batik Fractal is a textile designer who produces handmade modern batik made from a conflux between traditional art and technology.

Figure 2. Batik Kujang-kijang (Source: https://disparbud.jabarprov.go.id/)

Figure 3. Batik Merak Ngibing (Source: https://museum.kemdikbud.go.id/)

Figure 4. Batik Mega Mendung (Source: https://authentic-indonesia.com/)

Figure 5. Batik Beasan (Source: https://kebudayaan.kemdikbud.go.id/)

Figure 6. Batik Priyangan (Source:https://id.pinterest.com/)

Figure 7. Bamboo stamp batik patterns (Source: https://batikfractal.com/)

The Hotel Interior Design Concept

Based on the hotel's brand image and brand identity, the interior design concept is formulated using the brainstorming method (Haddad, 2014) that generates keywords.
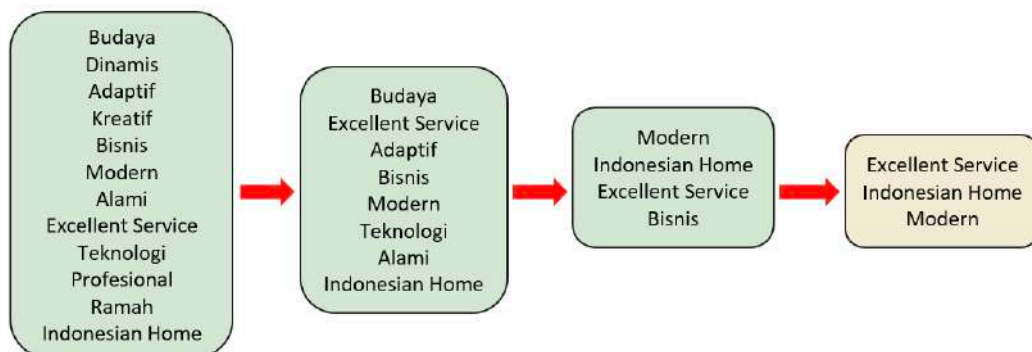

Figure 8. Concept Diagram (Source:Authors)

The hotel interior design concept's keywords are: (1) Modern, which values functionality, simplicity, and cleanliness. (2) Indonesian home: The variety and beauty of indigenous ornaments: West Java batik patterns. (3) Excellent service: professional service centered on the interests and satisfaction of upper-class visitors/guests.

Interior elements that influence branding include: (1) Space: generating an appealing room atmosphere that makes a lasting impression and is tailored to the company image. (2) Color: The selection of colors that are consistent with the brand and can make an impression on visitors. (3) Material: A combination of materials that attracts. (4) Form: The use of shapes/symbols that reflect the brand concept. (5) Light: Contributes to the atmosphere and character of the visiting experience. The organization of light corresponds to the function of the space. (6) Furniture: Shows the purpose of space.

In the concept stage, it is explained in two aspects, the first tangible concept, is represented by the concept of space, material, color, lighting, and shape. These things are applied to various interior elements such as walls, floors, ceilings, and furniture. While the concept is *intangible*, through the atmosphere of space.

The following is the result of the analysis of the implementation of the concept of "captivating local experience" in the interior of a special room as a 4-star business hotel brand identity in Bekasi

Ambiance and Space Concept

The 4-star hotel's interior design concept combines modern elements with local traditional artifacts, reflecting the culture of the Bekasi area in West Java. The lobby and lounge areas create a relaxing and comfortable atmosphere, with warm and friendly decor that includes traditional laser-cut batik motifs and modern furniture. These elements combine with the lighting to create a cozy ambiance that immediately immerses visitors in the local culture. The restaurant features authentic cuisine and aesthetical elements: batik decorations that further enhance the inviting atmosphere. The modern suite rooms incorporate batik motif decorations on the walls and partitions, offering guests a perfect balance between modern comfort and rich traditional culture for a truly memorable stay.

Figure 9. Lobby area- reception ambiance (Source:Authors)

Figure 10. Restaurant ambiance (Source:Authors)

Color Concept

The Lobby & Lounge area has a warm and friendly atmosphere created by using the main color of brown and complimenting it with the right light color. The restaurant area is designed with a combination of neutral colors such as brown, and bright pleasure colors such as green, blue, and red from batik textiles on the partition or wall to create a pleasant atmosphere. The Suite Room exudes warmth through the use of neutral colors such as beige, white, and brown, with accentuation of colors such as blue, red, and green taken from the batik decoration on the wall or partition. Pleasure and approach behavior are positively related, as is arousal and approach behavior. The findings can be valuable for interior designers and hoteliers who want to impact guests' emotions and increase approach behavior by using appealing color schemes (Yar Bilal et al., 2022)

Figure 11. Lobby lounge (Source:Authors)

Material Concept
The materials used in this design are carefully chosen to reflect natural impressions, such as synthetic rattan, wood motif HPL, marble, granite, vinyl, laser-cut panels, and more. These materials are applied to interior elements like partitions, furniture, columns, ceilings, walls, floors, and other elements to lend a modern feel with a touch of tradition. Additionally, vinyl wallpaper with batik motifs is used to add an aesthetic element to the space.

The Lobby & Lounge and Restaurant areas have a dominant wood patterned material that creates a warm and inviting atmosphere, combined with granite or marble materials for a modern and luxurious look, and batik motif wallpaper for the aesthetic element.

The Suite Room uses marble patterned high-pressure laminate, which adds a sense of luxury and modernity, combined with batik wallpaper and synthetic rattan partitions to incorporate local elements into the design.

Figure 12. Suite room (Source:Authors)

Form & Shape Concept
The idea of exploring dynamic geometric shapes and repetition of designs adapted to modern-traditional styles is implemented in interior elements to emphasize the character of the hotel brand.
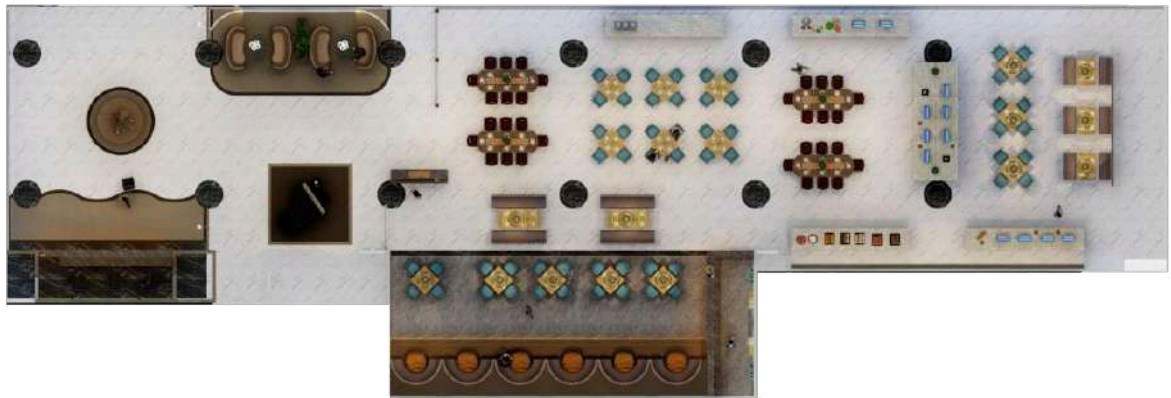
Figure 13. Lobby-restaurant plan (Source:Authors)

The lobby & Lounge and Restaurant is dominated by dynamic geometric interior elements such as carpets that twist and turn in the lobby and lounge area and curved lounge partitions, leaf-shaped ceilings in the restaurant area, accompanied by repetition of laser cut pattern of Kujang-kijang and Mega Mendung batik in the lobby and lounge area, as well as Batik Beasan, Batik Merak Ngibing, Batik Priyangan in the restaurant area. Suite Room dominated by modern furniture/facilities with geometric shapes, and repetition of Batik Cangkurileung pattern on walls and partitions.

Figure 14. Restaurant Interior (Source:Authors)

Lighting Concept
The lighting concept optimizes natural lighting through glass window openings. Artificial lighting is presented to support the atmosphere and taste that visitors want to give. Artificial lighting in this hotel uses *Richard Kelly's* layering concept consisting of *ambient luminescence* (general lighting), *focal glow* (accentuation/emphasis lighting), and *play of brilliance* (decorative lighting). Many large windows allow the sunlight to enter the space (Kacel & Lau, 2018).

The Lobby & Lounge, as well as the Restaurant, feature natural sunlight entering through large windows, spotlights for general lighting, LED lighting for accentuation, warm white lights, and

chandeliers for decorative lighting. Choosing the right lighting is crucial in creating a warm and friendly atmosphere that supports the activities taking place in these spaces.

Figure 15. Lighting Restaurant area (Source:Authors)

Sunlight enters the Suite Room through the windows, while spot lamps and task lamps are used for ambiance and accentuation lighting respectively, and LED strips are used to create a comfortable and warm atmosphere, perfect for relaxation.
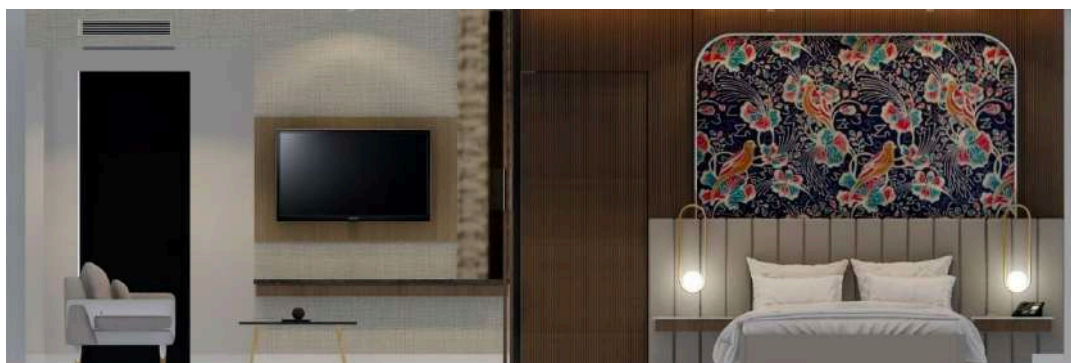

Figure 16. Suite room lighting (Source:Authors)

Furniture Concept

Furniture plays a crucial role in filling the space and contributing to the functionality of a room. The furniture concept is broadly categorized into several areas such as lobby and lounge areas, restaurants, and suites. The overall concept focuses on using dynamic and geometrically shaped furniture. For instance, the lobby and lounge areas typically feature lounge sofas with curved shapes, while the restaurant boasts of a repetition of dining tables and sofas or chairs with dynamic geometric shapes. Suite rooms are usually dominated by geometric furniture designs that occupy most of the space.

Figure 17. Furniture design concept (Source: www.pinterest.com)

4. CONCLUSIONS AND SUGGESTIONS

The interior design concept of a hotel, meticulously developed by the designer, establishes a crucial connection to the hotel's brand identity and image. Brand identity captures the essence of what the company wishes to express to its customers. It is the company's personality that distinguishes it. In the case of a hotel, brand identity includes not only the visible characteristics, such as the logo and color scheme but also the intangible components, such as service quality and overall visitor experience. On the other hand, brand image refers to how customers view a brand. It is the set of beliefs, ideas, and impressions that customers hold about a brand. While the company creates brand identity, consumers construct brand images via their encounters with the brand.

The interior design of a hotel is an effective instrument for conveying and reinforcing brand identity and image. Every part of the design, from the furnishings and decor to the layout and atmosphere, adds to the overall brand experience. A four-star premium hotel may utilize high-quality materials, attractive furnishings, and sophisticated design to communicate wealth and exclusivity, along with its brand identity as a provider of luxury accommodations. The interior design concept of the "local experience" at this business hotel in Bekasi is accomplished in a portion, mostly through items that symbolize local potentials, such as batik textiles and bamboo materials.

In conclusion, the interior design concept of a hotel is more than just creating visually pleasing places; it is about creating a setting that symbolizes the company's identity, resonates with customers, and strengthens the brand image.

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