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On behalf of the organizing committee of the 2nd TICASH 2020, I would like to welcome all to this event with great pleasure. The 2nd TICASH 2020 has attracted many academicians, scientists, engineers, postgraduates and other professionals from many countries. The aim of the conference is to promote exchange of ideas among researchers and scientists active in the related areas of social science and humanity. It presents a high-level international forum to introduce, to exchange and to discuss recent advances, new applications in the field of Social Sciences and Humanities.

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Editors:

**Teaoh Ai Ping
Hetty Karunia Tunjungsari
Wulan Purnama Sari**

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WELCOME MESSAGE

BY CHAIRMAN OF THE 2ND TICASH 2020

On behalf of the organizing committee of the 2nd TICASH 2020, I would like to welcome all delegates to attend this event online with great pleasure. In the concern of COVID-19 pandemic, this international conference is being held online from August 3-4, 2020 from Campus I- Jl. Letjen S. Parman No. 1, Jakarta. The 2nd TICASH 2020 is organized by Universitas Tarumanagara and technically sponsored by Atlantis Press.

The 2nd TICASH 2020 has attracted many academicians, scientists, engineers, postgraduates and other professionals from many countries. The aim of the conference is to promote exchange of ideas among researchers and scientists active in the related areas of social science and humanity. It presents a high-level international forum to introduce, to exchange and to discuss recent advances, new applications in the field of Social Sciences and Humanities.

Our special thank goes to our Rector, Prof. Dr. Agustinus Purna Irawan, who has initiate this international conference, to our Plenary Speakers, Prof. Ir. Dr. Lee Sze Wei from Tunku Abdul Rahman University College, Malaysia, and Prof. Dr. Ir. Tresna P. Soemardi, S.E., M.S. from Universitas Indonesia, Indonesia, and Prof. Marco M. Polo, from De La Salle University-Dasmariñas, Philippine. We would like also to thank our partner international and national Universities in contributing and participating in this international conference.

To all individuals and organizations such as the members of international editorial board, the conference organizers, the reviewers and the authors, for their contribution in making the 2nd TICASH 2020 as a successful international conference and a memorable gathering event. I am also grateful for the support of publication service of Atlantis Press. We hope that the conference could present you wonderful memories to bring home in addition to new insights and friendship congregated during the event.

We truly value your participation and support for the conference. We hope that you will gather many experiences and benefits from this event.

Dr. Hugeng, S.T., M.T. (SMIEEE)

CHAIRMAN OF THE 2ND TICASH 2020

FOREWORDS

BY RECTOR OF UNIVERSITAS TARUMANAGARA

Dear our Distinguished guests, ladies and gentlemen,

It is such a great pleasure for me to welcome all the participants to the Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH) 2020. It is the second international conference which is organized by Universitas Tarumanagara in the field of social science and humanities whose proceedings will be indexed by Web of Science. With the success of this first and second TICASH, I hope this event would be held annually. I am very thankful that TICASH 2020 is supported by our partner international and national Universities in contributing and participating in this international conference.

As we all know, the goal of this conference is to provide a forum that facilitates the exchange of knowledge and experience of both practitioners and academics in the fields of the applications of social sciences and humanities. Under these circumstances, they can mutually share their findings. Besides, the topic itself, which is about the Implementation of Research Results on **Social Sciences and Humanities in Urban Ecology for People's Prosperity**, is extremely interesting. I can agree with the conference committee that a little thing has been done to provide comprehensive understanding of the importance of social sciences and humanities to support people's prosperity.

I would like to take this opportunity to extend my appreciation to the following institutions. Firstly, this year's conference becomes special due to the support from our Plenary Speakers, Prof. Ir. Dr. Lee Sze Wei from Tunku Abdul Rahman University College, Malaysia, and Prof. Dr. Ir. Tresna P. Soemardi, S.E., M.S. from Universitas Indonesia, Indonesia, and Prof. Marco M. Polo, from De La Salle University-Dasmariñas, Philippine. We are thankful for your wonderful cooperation.

I would also sincerely say thanks to the organizing committee for their commitment, hard work and dedication, making this internationally reputable conference successfully realizable.

Finally, I would like to express my gratitude for the presence of distinguished speakers, authors, reviewers, and a number of active participants from several countries. I wish you all a wonderful and great conference. Thank you.

Prof. Dr. Ir. Agustinus Purna Irawan, S.T., M.T., I.P.M., ASEAN Eng.
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The conference will bring together leading researchers, engineers and scientists in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

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E-Society and Online Communities	

The Implementation of Javanese Culture With Urban Style Design in the Interior Lobby of Alila Solo Hotel

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ABSTRACT

Alila Solo Hotel is a 5-star hotel located in Laweyan, Solo, Central Java. The Hotel was designed by architect Budiman Hendropurnomo of Denton Corker Marshall. The basis of this research is how the implementation of Javanese culture combined with urban style design that became a tread mark of Alila Hotel. The research tries to understand the extent to which Javanese cultural philosophy is implemented on the interior physical and visual form of Alila Solo Hotel, by using the Post Occupancy Evaluation method. It is then seen from the material implementation, the shapes and colors on the space-forming elements and the space filler elements. The data collection techniques on this study were conducted by interviewing designers who are still actively working at the architecture consultant, Denton Corker Marshall as the hotel's interior designer and following the design process with several questions displayed in the form of narratives, schemes, and tables. Interview result with designer will be the reference as evaluation materials by obtaining user's data through Focus Group Discussion process. The results of the evaluation obtained from user through questionnaires showed that 90% of visitors understood the implementation of Javanese culture at the Alila Solo, although packaged in a modern or urban style.

Keywords: Javanese Culture, Urban, Interior, Design, Hotel

1. INTRODUCTION

"Culture" plays an important role in the design field, and the combination of culture with design style will be a key design evaluation point in the future. The importance of studying culture is shown repeatedly in several studies in all areas of technology design, one of the research in Asia that establishes a cultural product design model to provide designers with a valuable reference for designing a successful cross-cultural product has published by Rungtai Lin in 2007 [1]. Unlike the other visual arts, the interior design profession has not developed a body of criticism that analyzes and evaluates design work in the field within a contextual framework. To evaluate designed environments, designers or academic can use the Post Occupancy Evaluation. Post-Occupancy Evaluation (POE) is defined as examination of the effectiveness for human users of occupied, designed environments by Zimring and Reizenstein in 1981 [2]. According to Botti and Salitsky, POE can be done after going through 5 steps of the design process, and then the results of the POE analysis can be used as a reference for the other programming with similar projects [3]. In Indonesia, research using POE for the designed environments of public facilities has been conducted at the hotel Holiday Inn Sunter Kemayoran – Jakarta by Hafidh Indrawan and Adi Ismanto [4]. But the design process and the problem solving for interior concept did not discuss about culture influence in the design results. Through this research, we try to evaluate the design implementation between Indonesian culture,

especially Javanese culture and the modern urban design style.

There is a close correlation between the design of a hotel and the tourist's arrival. Although the developed countries are deeply considerate about this psychological concept, hotels do not cover the full range of designing as designing is a concept with a wide range. Therefore it is important to improve the tourism industry with the interior and exterior designing as it may support the guests' mental satisfaction, customer loyalty and perception [5]. We now live in a small world with a global market. While the market heads toward "globalization", design tends toward "localization." So we must "think globally" for the market, but "act locally" for design. Locally can be described as the culture implementation in design results, without exception for architecture and interior design of hotels.

Surakarta or Solo City is a potential market for the development of the hotel business, due to the many potential tourism, economic and middle class improvement in Indonesia that continues to grow. In October 2015, the Alila Hotel has opened one of the best hotels in Solo City. Alila Solo Hotel is one of the national Chain hotels operated by Alila Hotels and Resorts Group [6]. Alila Solo Hotel is a 5-star hotel located in Laweyan, as one of the famous local areas in Solo, designed by architect Budiman Hendropurnomo of Denton Corker Marshall consultant. Alila Solo Hotel features an urban-style architecture with traditional shades. The design of this hotel uses a philosophy of building with modern and urban style,

contrast and elegance, as well as the latest technology supported facilities. The strong character of Javanese culture in the environment city of Solo is one of the most important criteria for designing the interior hotel. The combination of Javanese culture and urban-style design trade mark of the Alila Hotel operator needs to be researched, to find out the process, constraints and the implementation of the interior design. The research will be limited to the interior of the Alila Solo Hotel lobby as a public area and the face of the entire hotel interior.

The successful application of culture and design style lies in two important things, the shape and visual characteristics. The culture form characteristic of Javanese architecture can be easily recognized through the application of Joglo roofs and Javanese carved ornaments such as nanasan, patran, tumpal, wayani and padma. The ornament gives a strong characteristic in the interior of a Javanese building because of its inherent identity [7]. The field observations to observe and record research object is the lobby of Alila Solo Hotel. Data collection aims to find out how the implementation of Javanese culture is applied to the spatial design combined with the urban style that is the trade mark of Alila Hotel. The interview method was also carried out by the research team to one of the interior designers of the Alila Solo Hotel who is still actively working at the Denton Corker Marshall consultant, Mr. Faisal Ridwan, S.Sn. to find out how the design process, concept, construction and implementation of the design of this interior project.

Based on the results of interviews and field observations at the Alila Solo hotel, the research team tried to obtain design results through Focus Group Discussions and questionnaires. The Focus Group Discussions was conducted on the Tarumanagara University campus by holding discussions in classrooms in interior design V courses (designing public facilities). Questionnaires were prepared and discussed using a purposive sampling method chosen based on certain criteria, namely interior designers, academics, students and the general public (hotel visitors). Related opinions that are recommended about the interior design of this project can be more objective.

1.1. Related Work

According to the type of public facilities interior design project, we divided the existed work into two categories.

1.1.1. Hotel Holiday Inn Sunter Kemayoran design Process and Problem Solving

The process of designing and solving interior design problems in public facilities such as hotels is very interesting to be used as a reference for the teaching and learning process of interior design at the education institutions. Hotels are very complex public facilities that

cover a variety of human activities in all interior design facilities.

The design process of a hotel is a very long series of processes, but the critical period is in the initial process of the client and operator design brief. It is very important that the design team understands the needs and wants of clients by producing appropriate design concepts. Communication is the most important part of the success of this project. Design problems that occur during the design process and implementation of the Holiday Inn Kemayoran hotel project can be minimized since the beginning of the project. initial conditions of client preparation with sufficient financial capacity, competent construction management and contractor teams, assist a lot in the design and implementation process with communication that is maintained well for results that match the client's direction and expectations.

Based on the results of interviews, observations, questionnaires and directed discussions it can be concluded that the design process of the Holiday Inn Kemayoran hotel is a successful work with a design style that still survives until now. The design results are a reflection of a solid design team that is able to solve design problems creatively and innovatively so that they are easily understood and accepted by clients, operators and hotel users.

1.1.2. The Design Process and POE

According to Botti and Salitsky, POE can be done after going through 5 steps of the design process, and then the results of the POE analysis can be used as a reference for the other programming with similar projects [2][3]. The POE analysis step as shown in **Figure 1**.

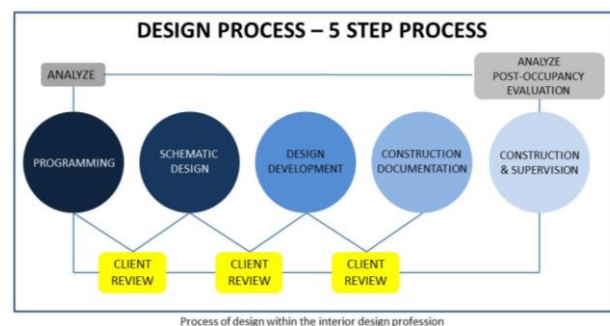


Figure 1 the Design Process and POE Analysis

1.2. Our Contribution

Providing scientific contributions to educational institutions in interior design and architecture regarding the field of interior design studies and culture, which is an interdisciplinary study that will enrich the treasury of interior design and architecture. This research also

provides benefits to the hospitality facilities, especially the target group of space users in hotels both users and operators to get a more appropriate quality of space facilities with cultural influences.

1.3. Paper Structure

The rest of the paper is organized as follows. Section 2 introduces the design brief, design concept for Alila Solo Hotel, and POE Analysis, started with Architecture and lobby interior analysis. After that, based on the results of interviews with designer and the data analysis will be the basis for questionnaires to hotel visitors as well as the focus group discussions with other interviewees (students, interior designers and academics). Section 3 is the conclusion of this researched paper.

2. BACKGROUND

2.1 Design Brief

The owner has a vision to create a monumental public facility by elevating the characteristics of Javanese culture (Surakarta) in the city of Solo. In addition to developing business, this facility is also expected to be able to become a characteristic and generate new jobs in the city of Solo.

The appointment operator of Alila Hotels and Resorts, recommends the owner to work with Mr Budiman Hendropurnomo as chief architect at Denton Corker Marshall, because the previous consultant team did not succeed in getting the same vision as the owner.

The urban style trade mark of the Alila hotel operator, in harmony with the architectural design of Denton Corker Marshall characteristic. Design problems arise when the location of hotel with a strong urban character is in a community environment that still strongly adheres to Javanese culture. This is the challenge design brief from the owner who wants facilities that also have Javanese cultural character can be combined with urban style into a harmonious design.

2.2 Design Concept

To get a monumental impression in the city of Solo, the basic concept of the Alila Hotel architecture must be seen from a distance, so Budiman Hendropurnomo as the architect proposed to make the hotel as the tallest building in the city of Solo. The words of Budiman Hendropurnomo in an interview: "I believe that architecture is not just a building, but must prioritize the quality of its shape in order to blend with the surrounding landscape".

Solo or Surakarta is known as the city of batik and has grown rapidly. Some old buildings from the past stand not

far and side by side with modern shopping centers. Without leaving the traditional rituals, Solo is also a popular tourist destination. With the same enthusiasm, Alila Solo was designed with modern facilities and wrapped in elegant Surakarta batik decoration so that guests can still feel the uniqueness of Solo's ambience.

2.3 Architecture Analysis

The architectural character of Budiman Hendropurnomo corresponds to the contemporary style which is characteristic of Denton Corker Marshall adopts the form of pillars or basic shapes of beams that are arranged in harmony with the site. With opening windows that characterize the strong and geometric urban buildings.

Eight hospitality towers stand around the main building to give a new form of scenery in the middle of Solo. The building is designed to have a height from 11 to 27 floors which makes the hotel look elegance from a distance, especially with the stone walls surrounding several parts of the hotel based. Each tower is painted in different colours for the feature of each designed building in such a way that it forms as a star pattern in the corner, so natural light can enter the center of the building into the bathroom. Guest rooms are available from the seventh floor to offer views around Solo City including rice fields and mountain views (**Figure 2**), With the bottom of the building that is designed using andesite burnt stone that is composed of betel gives a strong impression and sturdy surrounding the building area like a Javanese kingdom combined with organic elements of vines so that it harmonizes with the surrounding environment and not too stiff.



Figure 2 Alila Solo hotel façade the adaptation of the basic shape of the Javanese beam structure (by Author Team, 2018)

The lower part of this towering building is an adaptation of the stage foundation of the traditional house of Surakarta, so that the entrance area drop off guests are placed with higher floor level of the main road to honor and to receive guests elegantly, as shown in **Figure 3**.



Figure 3 Ascent the entrance area & drop off (by Author Team, 2018)

2.4 Lobby Interior Analysis

The Interior of Alila Solo hotel uses marble and granite stone material combined with light-coloured wood that characterizes the Javanese residence and furniture. The interesting thing is the presence of batik floating art work design of Budiman Hendropurnomo in the lobby area that is the main attraction of the guests. Art work along almost 50 meters is also present by combining a thin plate of aluminum and canvas painting depicting wayang figures. (**Figure 4**).



Figure 4 Interior Lobby with a batik floating art work (by Author Team, 2018)

The floating batik art work which is designed using a mixture of fabrics and cutting aluminum constructed by local craftsmen, starting from the reception desk with a combination of “Gunungan” that signifies the start of a show started or as part of a greeting to guests as shown in **Figure 5** and stop at the ceiling along the lobby lounge area. The floating batik art work is a special request from the owner to give the impression of Javanese culture in the

lobby that is inspired by the scarf of Javanese dancers waving. Then through a long design process added elements of wayang story and the addition of ornaments or decorative varieties of batik Solo.

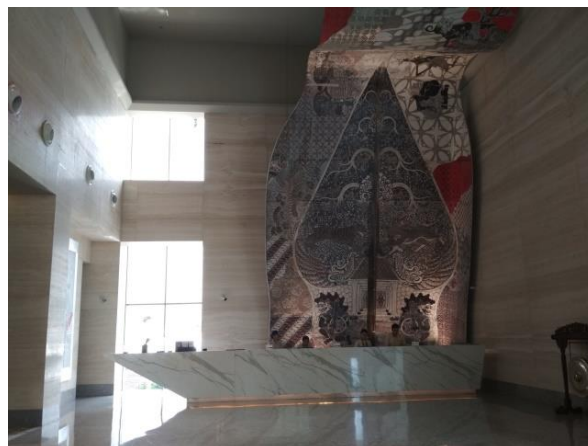


Figure 5 Reception area (by Author Team, 2018)

followed by the depiction of wayang characters from the Mahabarata and Ramayana story combined with a variety of batik solo (**Figure 6**), the color used made contrast with the decorative and original color of the batik solo fabric to give a contemporary impression with the addition of red and black accents in some parts of the wayang's figure face.



Figure 6 The Gunungan background at reception area and the wayang figures with a variety of solo batik pattern in the upper part (by Author Team, 2018)

In the waiting area (lobby lounge) Elements of Java is still displayed through the use of Kawung ornamental variety. In the planning process, clients only want to use Solo's distinctive decorative range. The problem is the decoration of Kawung is very known from Yogyakarta, but Kawung ornamental variety is found in the form of all batik or textile in Indonesia. For the use of Kawung decoration is then placed on the pattern of carpet flooring located in the sitting area of the lobby. This is implemented based on the request of clients who did not want to equate the level of Javanese culture from Surakarta - Solo with Yogyakarta (**Figure 7**).

Batik decorative variety also applied to the use of soft furnish in the form of pillows, by combining several

varieties of decorative batik that creates new decorative varieties such as seen in **Figure 8**.

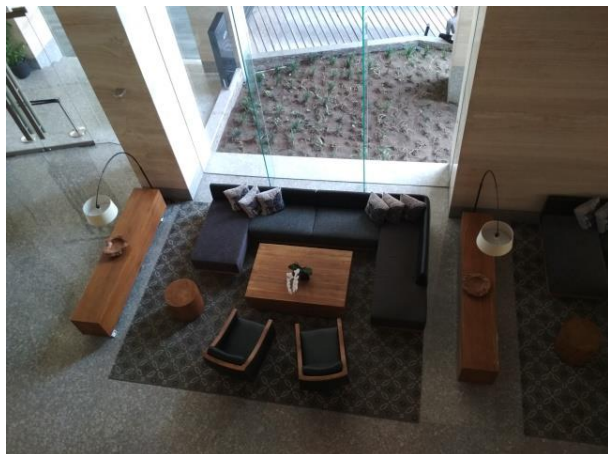


Figure 7 “Kawung” Ornament implemented in carpet patterns in the Lobby Lounge (by Author Team, 2018)



Figure 8 A new variety of batik pattern (by Author Team, 2018)

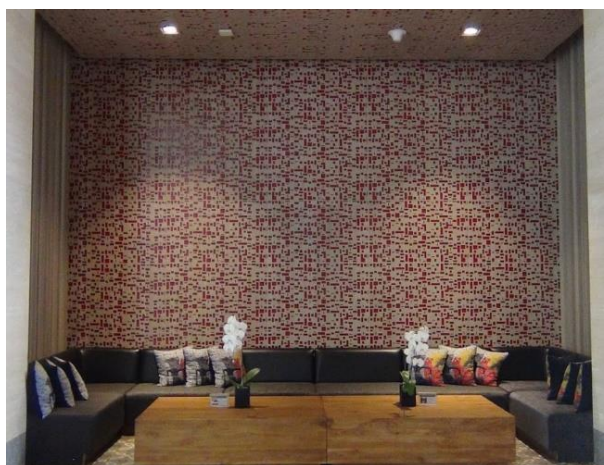


Figure 9 Contemporary decoration patterns in the background of lobby lounge (by Author Team, 2018)

To add a contemporary impression in to the lobby lounge area, the design team added a more contemporary decorative pattern, inspired by the shape of the hotel's architectural building with the musical arrangement of vertical lines which are then formed with a random box pattern resembling a window on the façade of the building. By using laser cutting in MDF material finishing with gold color combined with red as background to give the impression of elegance and contrast. As seen on **Figure 9**.

Based on the results of interviews with designers and questionnaires distributed to hotel visitors as well as the process of the focus group discussions with other interviewees (students, interior designers and academics) may be drawn conclusions showing the appropriate results between design issues, design concepts and the end result that is easy for users to understand by 90% of respondent. But if the artwork and Javanese batik patterns elements are hidden or change, 90% of respondent cannot fell anything from the interior design concept and also the site of the hotel should be placed as shown in **figure 10**.

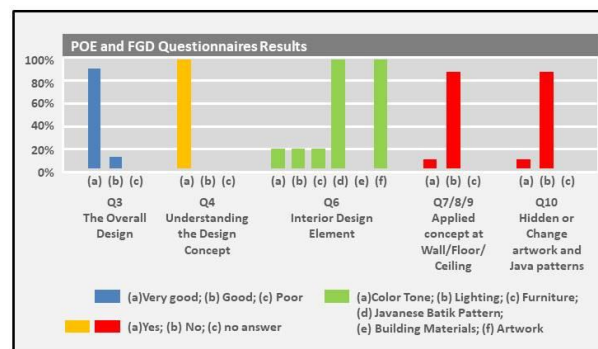


Figure 10 POE and Questionnaires results

The design of Alila Solo hotel can be considered successful. The design process of Alila Solo hotel takes approximately 3 years to finish the construction stage. In the process many problems were found related to the design and technical implementation. The important record and critical time in this design process is how the design team captures the essence of the owner's needs and wishes for the design product to be produced, which must adapt to the relevant parties such as the local government and hotel operator.

3. CONCLUSION

The Implementation of Javanese culture with urban style as an image of Hotel Alila can be conveniently matched by the Denton Corker Marshall design team, the client's visions and the regulation of Solo city. It is able to be implemented into a modern design hotel form of style with a touch of local culture through the alteration process of batik pattern and “wayang” stories. Although in the design process, there are some problems with the

application of decorative batik patterns that are not supposed to be.

Based on the results of interviews, observations, questionnaires and directional discussions can be concluded that Alila Solo's hotel design process is a masterpiece with a contemporary design style. Design results are a reflection of a solid design team that are able to solve creative and innovative design issues which is easy to understand and accepted by clients, operators and hotel users.

The implementation of Javanese culture in the interior lobby of Alila hotel solo, only applied by creating modern cultural ambient from artwork and batik patterns element, but not in the characteristics of Javanese architecture form or the philosophy of Javanese culture. But it is become a different experience for users, especially from domestic and international guests with the contemporary interior design feels need.

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