

ABSTRACT

The design is based on the wrong perception on Men's spa among the community. Men's spa is usually perceived as a not necessary service. In addition, Men's spa often being used as a resource of prostitution business to gain benefits for the business player. This makes the image of Men's Spa becomes worse in the eyes of the consumers and raise up inconvenience for men to have a treatment in a Men's Spa. The purpose of the new Men's Spa design is to present a decent image of Men's Spa through interior design that suits the needs of Men's spa. Protrusion of the male character in the interior is to make them feel comfortable for having a treatment in the area that are devoted for men without feeling awkward. In this project conducted several stages of design methods. First, observation, interview and measurement by direct observation includes the condition of existing facilities, the consumers, and the pattern of activities performed by the consumers of Men's Spa. Next is a literature study on the physical environment of a spa, theories, laws and regulations, as well as other data concerning men's spa. After all data collected then performed the analysis and synthesis of data in accordance with the results derivable from the data collection process. The results of this Men's Spa design consists of working drawings, and other according to themes and concepts that describe the character of a masculine man. This concept is applied in the form of texture, color, lighting, and air system. The design results can also be used as a recommendation in designing Men's Spa.

Keyword : Interior Design, Men's Spa, Masculine, Jakarta.