

THE INTERIOR DESIGN OF BOUTIQUE HOTEL IN BANDUNG WITH PSYCHOLOGICAL SPACE APPROACH

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ABSTRACT

Along with the development of the tourism industry in Indonesia, various hotels with unique designs in Bandung began to emerge as an effort to attract tourists. The Covid-19 pandemic has had a detrimental impact on the tourism sector. Citizens are also starting to reduce going to vacation that require outdoor activities. The grueling routine of hustle and bustle in the city can cause prolonged stress for the urban citizens especially with the pandemic that occurs. This has an adverse impact on the citizens' physical and mental health and even psychological. From these circumstances, the solution that can be done in addition to resting is going to a staycation which is a vacation activity in a place that can provide positive attention such as peace of mind, soul, and body. Staycation is a new phenomenon that is emerging among millennials and urban citizens. Bandung is one of the big cities where the citizens are following the trend. Nowadays, a staycation is done by staying at a hotel located in the middle of the city or suburbs. Staycation activities are very closely related to the needs of the citizens to get a sense of relaxation. So, it can be concluded that staycation can produce eudaimonic towards one's self.

Currently, one type of hotel that began to be in demand by tourists in doing the trend of staycation is boutique hotels. Boutique hotels are a type of hotel that represents the current trend as its independent lifestyle brands or affiliated with having a unique design style image that creates an ideal design identity. In Bandung there are many boutique hotels, but there are no boutique hotels with a space psychology approach that offers the concept of anamorphic optical illusion as in New Majestic Hotel (Singapore), The Curtis Hotel (United States), and Hotel Gaston (France). The era of creative industries 4.0 brings rapid development for interior design that is not only related to the needs and functions of space, but also that applies the aspect of branding as an attraction in attracting the attention of consumers (visitors). It can also be used so that the approach and concept in the design of boutique hotels in Bandung can be the right solution for tourists to restore their physical and mental strength when doing staycation and make Bandung get higher level in the tourism sector in Indonesia.

Keywords: Interior Design Hotel, Boutique Hotel, Staycation, Tourist, Psychology Space, Anamorphic Optical Illusion.