

**REDESIGNING THE INTERIOR OF EXECUTIVE PORT PASSENGER TERMINAL
IN BAKAUHENI LAMPUNG**

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ABSTRACT

The port is one of the most effective sea transportation infrastructure connecting between regions to serve the movement of people and goods. Services for the movement of people in a comfortable port will also increase tourism interest. One of the islands in Indonesia which is a marine and non-nautical tourism destination is Lampung Province. To reach Lampung Province can be reached by land, air and sea. Sea crossings can be reached by using sea transportation from Merak Port to Bakauheni Port. Recently, Bakauheni Port has shown that the number of passengers continues to increase, while the capacity of supporting facilities at the port is inadequate. So that a new port was built, namely Bakauheni Executive Port. However, Bakauheni port does not yet have a strong ambience to reflect the image of the local Lampung area to be known by the wider community, as well as make tourism promotions. Therefore, the author wants to bring out the local wisdom of ship weaving culture in the atmosphere of the interior of the port so that port users can know the local culture which is also an indirect tourism marketing arena. The design method used is the method of analysis and synthesis, for the application of this method the authors conduct data searches directly by visiting the location and finding some existing problems so that the concept of the locality of Ship Weaving culture emerges. This concept is the author's point of view in integrating raw local wisdom into interior design, which is useful for introducing local culture. Therefore, the author brings up several elements of local cultural locality in order to introduce port users as well as become an indirect tourism marketing arena.

Keywords : *culture, interior, cruise terminal .*