

ABSTRACT

INTERIOR DESIGN OF A RESORT HOTEL IN BROMO EAST JAVA WITH A CULTURAL ANALOGY APPROACH OF TENGGER ETHNIC

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The Bromo-Tengger-Semeru National Park area is one of the 88 National Tourism Strategic Areas in Indonesia, precisely in East Java Province. Until now Mount Bromo and the surrounding environment are still preserved, as well as the indigenous people called the Tengger People who still maintain the culture passed down from their ancestors. The number of tourists who come to the Bromo area to see the natural wealth there makes entrepreneurs turn the surrounding land into lodging buildings such as hotels to facilitate local and foreign tourists. This study examines the cultural analogy approach to the design of the Jiwa Jawa Hotel Bromo Resort. The method used in this study uses a qualitative method with a case study of the Jiwa Jawa Bromo Hotel. Collecting data through field observations and literature studies from several related studies. Hotel Jiwa Jawa Resort, which is located on Jl. Raya Bromo, Wonotoro, Sukapura, Probolinggo, East Java is one of the 4-star hotels and is always used as the venue for the Mount Bromo Jazz concert every year. The building is owned by Indonesian citizens who have interest in the arts, which makes the hotel has its own added value because it has an exhibition area in it. The establishment of the hotel is a strategy to support and promote the Bromo tourist destination and the livelihoods of the Tengger people. This hotel still pays attention to the environment and culture in the application of its interior. It is hoped that this research can provide insight into the need for a harmonious relationship between hotel functions and the preservation of the surrounding environment.

Keywords: Analogy, Hotel, Interior, Bromo Mountain, Jiwa Jawa Resort