

ABSTRACT

The beach is one of the tourist attractions that is often visited by visitors, both from the country and abroad, such as the area of Banten Beach, Tanjung Lesung, where people while on vacation, many of them relax enjoying the beauty of the beach while sitting on the beach. The case study of this research is at Tanjung Lesung Beach. Unlike other beaches, this beach has an area overgrown with shrimp trees, and has become a favorite tourist spot for tourists who want to have fun. However, the beach does not apply cultural elements, such as leuit. Sundanese people such as the Baduy tribe in Lebak Banten have the form of the Baduy traditional rice barn which is often referred to as Leuit. Each building must have its own peculiarities both in terms of physical and function. It aims to introduce Sundanese culture. In this study, researchers tried to apply the concept of the Baduy rice barn leuit to beach chairs. Analysis of the data in the study used through observation and SCAMPER. Using quantitative methods through google form. The beach chair with the leuit concept serves to give the user a new design that is minimalist and modern. It is hoped that the results of this design can become a new design for making beach chairs with the leuit concept.

Keywords : *Beach Chair, Leuit Concept.*