

ABSTRACT

The presence of the Edutourism Center in the field of batik provides educational potential to the public regarding the importance of preserving culture as an ancestral heritage that has philosophical values and plays an important role in the economic welfare of society, such as batik. In carrying out its business, the object at the Batik Edutourism Center makes a series of efforts to ensure that visitors continue to visit it, one of which is by presenting a cafe in the area that presents a cultural atmosphere by the identity of the Batik Edutourism Center. However, its application is only understood by cultural design practitioners who understand the cultural aspects present in interiors. So there are several objects where the application of interior cultural atmosphere is not appropriate in interpreting culture because of the phenomenon of architecture without an architect or architecture created independently by the owner. This research aims to provide an understanding through analysis of efforts to present a cultural atmosphere in cafe interiors in the Batik Edutourism Center area in the formation of an architectural phenomenon without architects. Using descriptive qualitative research with the embedded case study method by analyzing mentifacts, socio-facts, and artifacts used in the forming elements of traditional house interior elements belonging to Sarihati (2015) and analyzing cultural artifacts using Noorwatha's theory (2020) by involving the parties concerned with the objects to produce interpretations from several sources. The results of the research are an analysis of the application of cultural atmosphere to interiors, including space-forming elements and interior elements which will become a reference in presenting a cultural atmosphere in similar objects.

Keywords: *Cultural Atmosphere, Café, Batik Edutourism Center.*