

ABSTRAK

Gisela Clarissa Muljono

Laporan Perancangan

Redesain Interior *Lobby* dan *Restaurant* Favehotel Rungkut di Surabaya

Surabaya memiliki sejarah maritim yang kaya dan merupakan pusat industri dan perdagangan di Jawa Timur. Hal ini mengakibatkan banyak orang yang berasal dari daerah lain menjadi sering berkunjung ke Surabaya. Banyaknya orang yang harus pergi dan kembali ke Surabaya dalam waktu yang singkat membuat industri perhotelan berkembang pesat. Perancangan ini dilakukan karena adanya beberapa permasalahan yang dirasakan pengunjung dan owner pada area lobby dan restaurant hotel ini. Hal ini juga bertujuan untuk memperbaiki brand image Favehotel Rungkut. Perancangan akan menggunakan metode design thinking yang terdiri dari 9 tahapan yaitu: tahap understand, observe, point of view, ideate, prototype, test, story telling, pilot, dan business model. Hasil perancangan berupa desain interior lobby dan restaurant Favehotel Rungkut bergaya scandinavian modern dan penerapan konsep fun, fresh, dan friendly. Hasil redesain diharapkan dapat berjalan dengan baik sehingga menghasilkan target luaran.

Kata Kunci: Interior, Redesain , Lobi, Restoran, Scandinavian Modern

ABSTRACT

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Design Report

Interior Redesign of Favehotel's Rungkut Lobby and Restaurant in Surabaya

Surabaya has a rich maritime history and is the center of industry and trade in East Java. This has resulted in many people from other areas frequently visiting Surabaya. The large number of people who have to leave and return to Surabaya in a short time makes the hotel industry grow rapidly. This design was carried out because of several problems experienced by visitors and owners in the lobby and restaurant areas of this hotel. This also aims to improve the brand image of Favehotel Rungkut. The design will use the design thinking method which consists of 9 stages, namely: understand, observe, point of view, ideate, prototype, test, story telling, pilot, and business model. The results of the design are the interior design of the Favehotel Rungkut lobby and restaurant in a modern Scandinavian style and the application of the concept of fun, fresh and friendly. It is hoped that the results of the redesign will run well so as to produce the target output.

Keyword: Interior, Redesign, Lobby, Restaurant, Scandinavian Modern

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