

Interior Design

Original research articles

The Impact of Brand Identity on the Formation of the Interior Concept of Splendid Inn Malang Hotel: Design Thinking Method

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Abstract: The abstract is a summary of the article. It is consist of aim/goal/problem of research, research methods, results, and conclusion. Implications or recommendation can be added in the abstract. The abstract must be written in 150-250 words. The abstract must not contain lengthy background information and have no reference to figure, table, equation, and any bibliographical reference either coming within or other article. The language of abstract must be clear and concise. It is stand-alone summary in one paragraph. The Splendid Inn Hotel is a cultural heritage building in Malang City which was founded from two Dutch colonial houses in 1975 and has a unique collection of memorabilia from its visitors. This hotel consists of rooms, living room, lobby area which is attached to the restaurant, minibar and billiard area. Currently, this restaurant area has not been operating since the pandemic due to a significant decrease in visitors. The emergence of new hotels with more affordable prices and competition with other older hotels that have mature brand identities has led to a decline in hotel users. Based on previous research, it can be found that there is a need for a mature interior design concept to attract visitors and the interior design concept is influenced by brand identity. Therefore, this research aims to find the right interior concept by exploring the correct brand identity using three stages of the design thinking method. Through these three stages, a brand identity can be found with a slogan that represents the hotel and the right concept for the Splendid Inn hotel, so it is hoped that it can be applied to design and testing to increase visitor attraction.

Keywords: branding, designing, heritage, splendid Inn hotels.

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INTRODUCTION

“Heritage” is a word that is now attached to Malang City. The word based on UNESCO (Sutrisno, 2016) means cultural heritage that must be preserved and maintained from generation to generation. When they hear these words, Malang residents and tourists will immediately focus on the Kayu Tangan area and the Alun-alun Malang. The area is lit by old-school street lights and surrounded by various kinds of culinary tourism and several inns that are typical of the Dutch colonial era.

This phenomenon can occur, because since 2019 the concept of "heritage" has been planned by the Malang City government (Zainul Arifin, 2022) to show the identity and attractiveness of Malang City. This concept is supported by the many heritage buildings and historical cultural heritage with Dutch colonial architecture that can be seen today, such as the city hall building, Kayutangan Sacred Heart Church, Ijen Church, Kota Baru Station, and many more. These relics must be protected as stipulated in regional regulation number 1 of 2018 concerning Malang City Cultural Heritage (MALANG, 2022).



One of the historical buildings with Dutch colonial architecture is the Splendid Inn Hotel. Located on Jl. Majapahit No.4, Kauman, District. Klojen has been inaugurated as a one-star hotel. This hotel was founded by the parents of the current hotel owner, namely Mr. Herman Soemarjono. His parents, who worked as leaders of a sugar factory, decided to turn their income into a hotel. In 1973, they united two masses of houses that had existed since the colonial era into a hotel called "Splendid Inn" without changing the originality of the building (Nurul Amalia, 2015). The word "Splendid" comes from the name of a Dutch hotel which is now a Tumapel guest house, and the word "Inn" comes from English which means inn. At the start of construction, the Splendid Inn Hotel had eight rooms consisting of two rooms in the main building, three in the left wing and three in the right wing. In its development, the Splendid Inn Hotel now has twenty-seven rooms of the same type. This hotel is also equipped with a lobby area that is integrated with the restaurant. Then there is a minibar and billiards area, in the middle of which there is a display case of souvenirs from visitors. Visitors also get laundry services, breakfast, daily housekeeping, and luggage storage which will be carried out by the staff who work there.

Unfortunately, the restaurant area has not been operating since the pandemic. This is due to the significant reduction in visitors affected to date. Even though the pandemic has now subsided, the emergence of new hotels and competition with surrounding hotels has also greatly influenced the number of visitors who come. The Tugu Hotel with its heritage characteristics, which is located next to the Splendid Inn Hotel, has a mature concept or identity, namely "Art, Soul, and Culture of Indonesia". This concept explains that this five-star hotel has a vision and mission to educate visitors about Indonesian history through goods and works of art displayed in the hotel (Tugu, 2022). Meanwhile, the Splendid Inn Hotel, which already has a distinctive heritage, does not have a concept or identity that can describe its image. This hotel prioritizes its function as a place to stay and provides good service. On the other hand, there are many new hotels with one-star class, which have more affordable prices than the Splendid Inn hotel.

Based on the research "THE INFLUENCE OF INTERIOR DESIGN ON PURCHASING DECISIONS (Case Study of Lavenrice Bengkulu Restaurant)" (Ramadhan & Ratnawili, 2024) it is stated that the interior concept has a positive and significant influence on purchasing decisions for Lavenrice Bengkulu. Then in another research, namely "BRAND IDENTITY ON INTERIOR ELEMENTS IN THE DEPARTURE AREA OF KERTAJATI INTERNATIONAL AIRPORT" (Amelia & Lukito, 2022) it was stated that brand identity influences the characteristics of the choice of interior elements, which are taken based on the culture and history of Kertajati International Airport.

From these studies it can be concluded that in order to increase visitor interest, it is necessary to apply appropriate interior design concepts to the Splendid Inn Hotel. The right concept is influenced by in-depth exploration of brand identity. The process of exploring brand identity and implementing it into the interior design concept is carried out using the design thinking method. Thus, this research is aimed at finding the right interior design concept by exploring the brand identity of Hotel Splendid Inn.

METHODS

In finding the identity and concept that will be applied to the Splendid Inn Malang Hotel, this research uses the design thinking method. Design thinking is an iterative process of understanding users, challenging assumptions, identifying problems, and finding solutions and alternatives (Swarnadwitya, 2020). According to Herbert Simon (Dam & Teo, 2018), design thinking has five phases namely empathize, define, ideate, prototype, and test.

1. The first is empathy, the process of recognizing, understanding and searching for information about the object you want to research (Kelley & Brown, 2018). Empathize is done in three ways, namely observe, engage, and immerse. Observation is carried out by observing problems when

working through gestures, expressions and words. Engage is interacting with discussions with several other users regarding the same problem, could be users, owners, and surrounding people. Immersion is done through one's own experience, namely positioning oneself in that context so that you know the problem.

2. The second is define/determine, the process when researchers determine needs and problems from the information that has been obtained. At this stage, all information obtained from the empathize stage is collected, analyzed, then synthesized to determine the core problem to be identified.
3. Third is ideate, the process of finding an idea and a solution to a problem that has been found that have been discovered by brainstorming(Sidiq, 2020). Brainstorming can be done by creating a mind-map to think about the solutions offered to deal with existing problems.
4. Fourth is prototyping/design, the process when an idea begins to be realized in the form of a design or finished product. In this stage, the smallest version of the product with several features will be produced. This is done to provide solutions to problems generated in the previous stage.
5. Fifth is testing, a process where the results that have been realized are tested for feasibility and suitability in resolving the problems found. Tests are carried out to check whether the solution provided really answers the user's needs. Various types of testing can be carried out to get real feedback.

These five phases will be repeated to achieve perfect results. However, in this research, the phase used only reached a ideate, because it was still only in concept form and there was no planning and trial process.

RESULTS

Using the design thinking method, this discussion will go through five stages, namely empathize, define, and ideate.

A. Emphasize/Data Collection

At this stage, the researcher looked for information through internet searches, direct observation, and interviews with the owner of the Splendid Inn Malang hotel, Mr. Herman Soemarjono. From these activities, researchers can collect some information.

- History

Hotel Splendid Inn is a hotel founded by the parents of the current hotel owner, Mr. Herman Soemarjono. His parents were the first retired Indonesian sugar experts who were sent to the Netherlands as pioneers in the process of transferring technology to sugar factories in Indonesia(NGalamediaLABS, 2014). They bought two houses in a Dutch housing complex that had been built since 1924. In 1973, they decided to convert the two houses into a hotel which was named the Splendid Inn as a result of their income which they managed for their old age. The name "Splendid Inn" itself comes from the name of a Dutch hotel which is now a Tumapel guesthouse, and the word "Inn" comes from English which means inn. In 1988, this hotel was inaugurated as a one-star hotel. At the start of construction, the Splendid Inn Hotel had eight rooms consisting of two rooms in the main building, three in the left wing and three in the right wing. In its development, the Splendid Inn Hotel now has twenty-seven rooms of the same type. This hotel is also equipped with a lobby area that is integrated with the restaurant. Then there is a minibar and billiards area, in the middle of which there is a display case of souvenirs from visitors. Visitors also get laundry services, breakfast, daily housekeeping, and luggage storage which will be carried out by the staff who work there.

Currently, the Splendid Inn hotel is experiencing a decline in visitors after the pandemic. The owner revealed that the number of visitors, which is usually one hundred percent on weekends, is now only eighty percent. Meanwhile, on normal days it is only forty percent full. This causes a reduction in the function of hotel facilities and employees. Like restaurants that are usually open to the public, they are now only used for breakfast for hotel customers. Mr. Herman Soemarjono said the decline in visitors was due to the pandemic and increasing hotel competition.

- Uniqueness

When the researcher entered the hotel there was something that caught his attention. Attention was drawn to a display case filled with ancient and unique items. The researcher then asked whether the item was for sale. The owner answered that the item was not for sale, the item was a memento from several visitors who had stayed at the Splendid Inn hotel. This shows that the Splendid Inn Hotel also keeps the memories of its visitors. Researchers have never encountered this in any hotel they have visited, so this is something unique for the Splendid Inn hotel.

- Area

According to the hotel owner, the entire area of the hotel is 1700m². However, from direct observation, the hotel lobby measures approximately 279m² which includes the reception and dining room. The room area has an area of 36.5m² which includes an en suite bathroom.



Figure 1. Hotel Splendid Inn's Lobby



Figure 2. Hotel Splendid Inn's Room and Bathroom

- User Market

Based on information from Google reviews, it can be found that the average number of visitors who come are from the lower middle class. Most of them are from families with one child, or husband and wife couples, as well as visitors from outside Indonesia who come because the location is strategic and has historical value.

- Competitor

Hotel that have historical value, such as the Splendid Inn Hotel, are the Tugu Hotel which is next to it. Even though they have different classes, they both have unique characteristics in their unfortunate history. "Hotel Tugu itself has a concept, namely Art, Soul, and Culture of Indonesia." This concept explains that this five-star hotel has a vision and mission to educate visitors about Indonesian history through goods and works of art displayed in the hotel.

B. Define

From the information that has been obtained, a problem can be found at the Splendid Inn Malang Hotel. The problem is the reduction in visitors after the pandemic arrived and until now, visitor arrivals have not been the same as before. This is because there are so many new hotels that have cheap prices that there is mold everywhere. Meanwhile, the Splendid Inn Hotel has its appeal as a heritage or historic hotel. However, compared to other historic hotels, the Splendid Inn hotel lacks a strong identity to show the historical side that will provide its uniqueness and attraction that is easily recognized and memorable for visitors. Therefore, it is necessary to find the right identity according to the condition of the hotel and apply it to the design concept that will be used in the interior of the Splendid Inn hotel.

C. Ideate

From these problems, it can be seen that the Splendid Inn hotel needs to find its brand identity first. Brand identity is important because with it customers can recognize the company and differentiate it from competitors(Kustina, N, 2021). The identity of the brand can be found from the information that has been obtained and then it will be concluded that it is the identity of the Splendid Inn hotel. This will be put together using a mind map. Mind mapping is a learning method that uses tools to help map material so that it is easy to analyze and study(Yogantari & Ariesta, 2021). That way, the identity of the brand you are looking for will be easy to analyze.

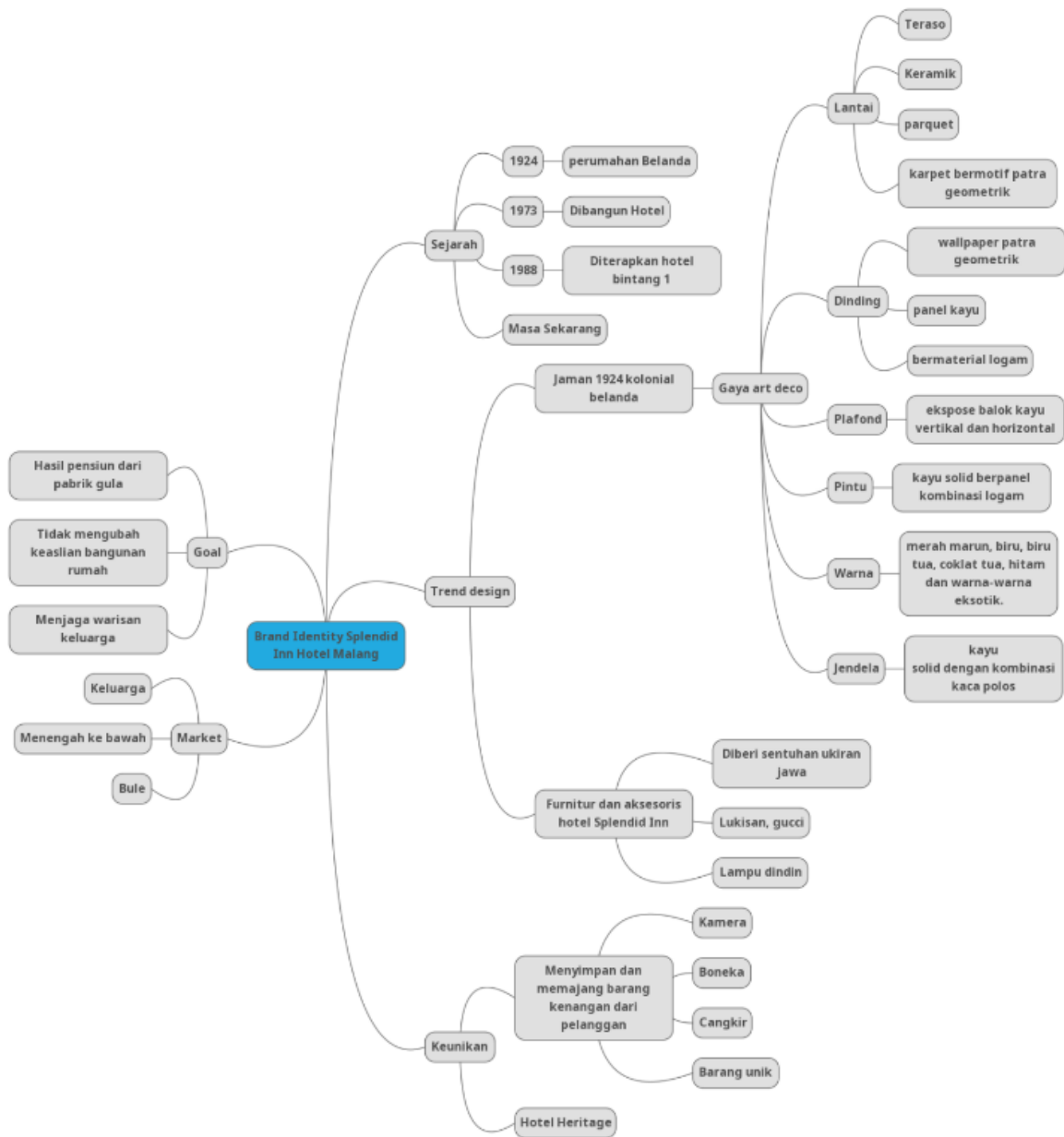


Figure 3. Mind Map Brand Identitas Hotel Splendid Inn

From the mind map, it can be explained that the brand identity of the Splendid Inn hotel is best described by the slogan "Memories of Heritage". The word "memory" means skill in remembering, storing, and retaining events, experiences, and activities that have been carried out (Effendhie, 2019). Meanwhile, the word "heritage" means inheritance from the past, what is now lived, and what will be passed on to future descendants (UNESCO, 2023). Where memories of the heritage of the Splendid Inn hotel come from the founder himself who was instrumental in building a sugar factory in Indonesia. Then memories of the Dutch heritage in the city of Malang. Then memories from the history of the Splendid Inn hotel itself provide memories that need to be immortalized. Finally,

there are memories from the visitors themselves who provide a legacy that can be immortalized in an item or photo.

In terms of the design style used, by history in 1924 during the Dutch colonial era in Indonesia, it was Art Deco (Prof. Dr. Ir. Lalu Mulyadi et al., 2020). It has characteristics, namely, it uses a lot of dark wood colors, floors made from terrazzo, and exotic colors. This is also combined with the Javanese design style in selecting accessories and furniture that represent the owner and location of the hotel in Java, Indonesia.

From the ideas and solutions found for the identity that symbolizes the Splendid Inn Malang Hotel, researchers can determine a suitable concept to be applied to the hotel interior.

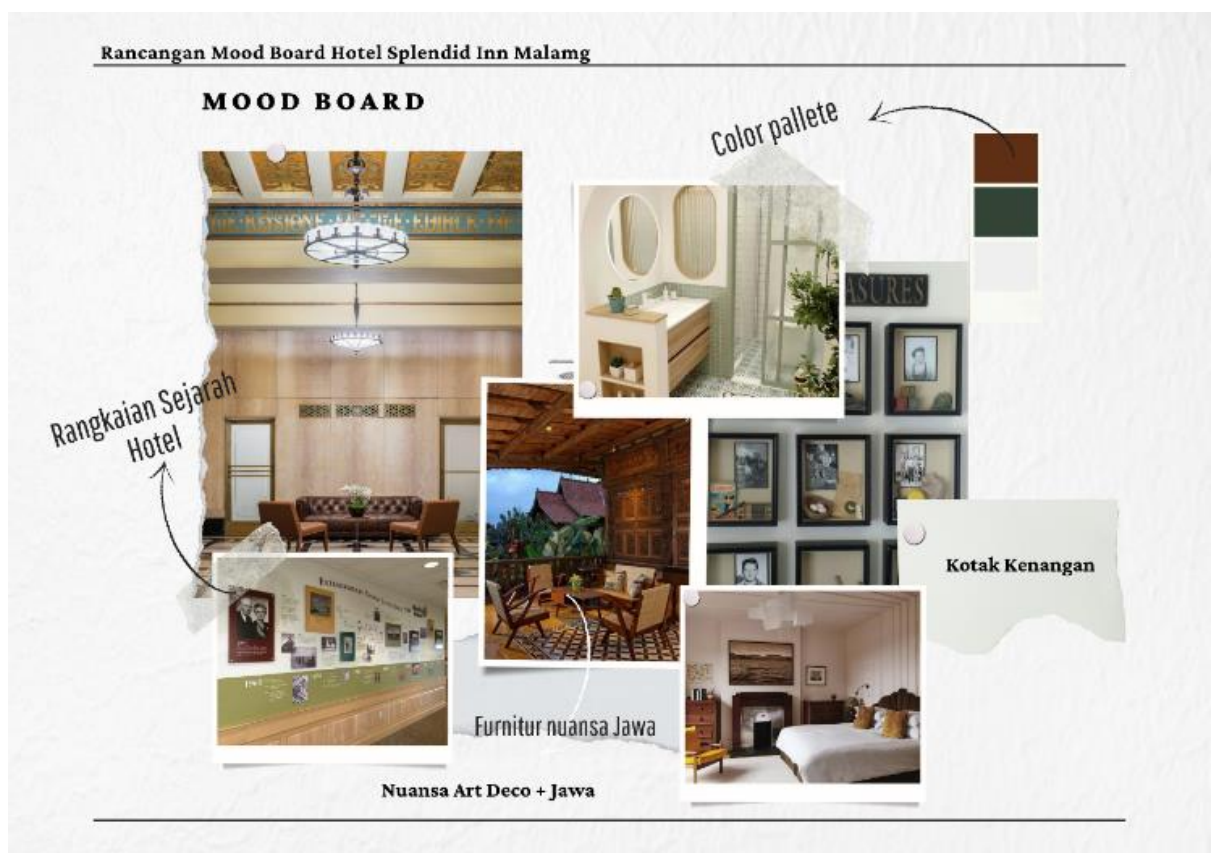


Figure 4. Moodboard

In applying the "Heritage Memories" identity to the interior concept of the Splendid Inn hotel, the following things need to be considered:

- Theme

From the brand identity which is "Memories of Heritage", this word will be embedded in the lobby and room areas as an accessory element. In the lobby, there will be a history of the history of the formation of the Splendid Inn hotel. Then a framed glass box is placed with an explanation of each, as a memory box for the visitors who come. Meanwhile, in the room area, the memories will be in the form of painting accessories or historical photos of the Dutch colonial city of Malang. From the brand identity which is "Memories of Heritage", these words will be embedded in the lobby and room areas as accessory elements. In the lobby, there will be a

history of the history of the formation of the Splendid Inn hotel. Then a framed glass box is placed with an explanation of each, as a memory box for the visitors who come. Meanwhile, in the memory room area, it will be in the form of painting accessories or historical photos of the Dutch colonial city of Malang.

- Design Style

According to the year Hotel Splendid originated, namely two houses which were Dutch colonial housing in 1924, the design style applied at that time was Art Deco. So the interior will use the same design style with a touch of typical Javanese design style by the culture of the people of Malang, Java.

- Colors

The colors used in the interior of the Splendid Inn Hotel are white, brown, and green which are part of the Art Deco style. The interior will be dominated by white, while brown and green will accent the windows, doors, ceilings, and accessories.

- Material

The material used in the area by the Art Deco design style is a floor using terrazzo material. Then green ceramics on the bathroom walls. The furniture is made from teak material which has a strong, old impression and a distinctive brown color.

CONCLUSION

The Interior Design Concept is influenced by the Hotel Splendid Inn's brand identity. The process of exploring brand identity uses one of the three stages of the design thinking method which consists of empathizing in looking for historical information, building conditions and users. Then look for existing problems at the define stage. Then finally, at the ideate stage, researchers can use a mind map to analyze the information to solve the problems found and produce a brand identity, namely "Memories of heritage". In this stage, the brand identity found can be implemented in the interior concept and its elements in the form of the right theme, style, color and materials for the Splendid Inn Malang Hotel. By finding this concept, it is hoped that the prototype design process and testing of the "Memories of Heritage" interior concept can increase visitor attraction.

DECLARATIONS

Author contribution statement

Please provides author(s) contribution statements in this section, Following the Indonesian Journal of Visual, Culture, Design, and Cinema guidelines, to be included in the author list a contributor must meet all 4 of the following criteria:

- Substantial contributions to the conception or design of the work; or the acquisition, analysis, or interpretation of data for the work; AND
- Drafting the work or revising it critically for important intellectual content; AND
- Final approval of the version to be published; AND
- Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

Any contributors who meet fewer than all 4 of the above criteria for authorship must not be listed as authors, but their contributions should be detailed in the Acknowledgements section.

Acknowledgement

Type your thanks here, if needed. Thank you should be written in paragraphs not in numbering.

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A data availability statement (also sometimes called a ‘data access statement’) tell the reader where the research data associated with a paper is available, and under what conditions the data can be accessed. They also include link (where applicable) to the data set. Below contains template statements that you can use or adapt. This is not an exhaustive list however, and an individual data set might warrant a different type of statement. Please provide the data availability statement for the paper.

- Data available to access.
- Data will be made available on request.
- Data not available to access.

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