

# Contemporary Javanese Interior Design of Martha Tilaar Salon and Day Spa Puri Kembangan

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## ABSTRACT

Today's lifestyles especially in middle and upper class urban society require people to carry out activities quickly, practically and technologically. Similarly, in the social environment, especially women, awareness of the importance of beauty began to develop. With so many alternative beauty service services in urban areas, it is still difficult to find a place of care that has an atmosphere that makes users relaxed. Martha Tilaar is a brand of cosmetics and beauty products that surrounds the theme of «Indonesian beauty» in its product image. Not only cosmetic products, salons and spas from Martha Tilaar also have many branches one of them is in Kembangan, West Jakarta, by using shop houses which are combined into one. Various types of factors that are considered in planning and developing beauty center activities, one of which is interior design planning to reach a point of relaxation for the user of the room and in the division of the treatment room itself. The design method used is the design process by Rosemary Kilmer, divided into two stages, namely the analysis phase (programming stage), and the synthesis stage (designing stage). The concept applied in this design is a design that has a contemporary style combined with Javanese-themed interior touches, so this design is expected to make guests who come to feel the atmosphere of other cities such as being on vacation without having to leave the city.

**Keywords:** *Natural, Day Spa, Relaxation, Salon, Traditional*

## 1. INTRODUCTION

Today's lifestyles especially in middle and upper class urban society require people to carry out activities quickly, practically and technologically. So that not a few people get muscle tension due to lazy to move. As well as the hustle and bustle of urban areas that cause irregular vehicle traffic, traffic jams and air pollution can cause tension on the psychological and physical someone. This can also have a negative impact on people's health of a person's stress level. From this impact, in a big city like Jakarta, public awareness of health and self-care is getting higher. Similarly, in the social environment, especially women, awareness of the importance of beauty in appearance began to develop.

With so many alternative beauty service services in urban areas like this it is still difficult to find a place of care that has an atmosphere that makes users relax. So that the theory of "space can

influence space users" in Jakarta is still a lot that has not been achieved, the average interior atmosphere is not enough to help in the process of one's relaxation. So that this design is designed with reference to the natural atmosphere to assist in the relaxation process, how the atmosphere or natural scenery can create various kinds of effects that have a profound effect on the state of a particular space user.

Martha Tilaar is a brand of cosmetics and beauty products that carries the very theme of "Indonesian beauty" in the image of its products, and also uses natural ingredients which are traditional recipes of Indonesia. Not only cosmetic products, salons and spas from Martha Tilaar also already have many branches that can be found throughout Indonesia. Martha Tilaar's day spa salon is also famous for its atmosphere and spa treatments, most of which are still traditional. Unfortunately the atmosphere and the existing space facilities are not enough to help in one's relaxation process, and the

organization of space and circulation is still not in accordance with the standards so that guests are less comfortable to be in this place.

This design is designed with reference to good organization and circulation as well as the natural atmosphere to assist in the relaxation process, how the atmosphere or natural scenery can create various kinds of effects that have a profound effect on the state of a particular space user. Various kinds of factors are considered in the planning and development activities of the beauty center, one of which is interior design planning to reach a point of relaxation for the users of the space as well as in the division of the treatment room itself.

## 2. METHOD

The method used in this design is the design process from the book *Designing Interiors* by Rosemary Killmer. The design method according to Kilmer (2014) is divided into 2 stages, namely the analysis phase which aims to identify problems, understand, and analyze problems, and the second is the synthesis stage carried out to process the results of problem analysis into a solution that can be applied to the design.

In this design, the analysis phase is the programming stage where the writer gathers all the data related to the project design process, and then the synthesis phase which is a designing process that aims to produce solutions to problems obtained from the previous stage.

The stages in this design method are:

- Commit*, which is the initial stage to accept and commit to this project in the beginning of semester 7, the writer has committed to the Marta Tilaar Salon and Puri Spa Day Kembangan project.
- State*, the stage for defining project problems.
- Collect*, which is the stage of data collection in connection with the project design process in this design, namely survey and site observation.
- Analyze*, which is the stage for analyzing problems in the project set forth in the colloquium report.
- Ideate*, the stage of generating ideas or thoughts that are useful as a solution to the problems in the project in this project namely circulation and space organization. And a relaxed atmosphere.
- Choose*, at this stage the aim is to choose ideas or thoughts that are suitable for use in the project. From the references there are used several ideas such as the cave in the facial room,

levelling in the ceiling to become a design at Martha Tilaar.

- Implement*, at this stage it is useful to channel ideas through either 2D or 3D presentations. For 2D, AutoCAD and 3D software use manual rendering and digital rendering.
- Evaluate*, this stage aims to review the design that has been produced.

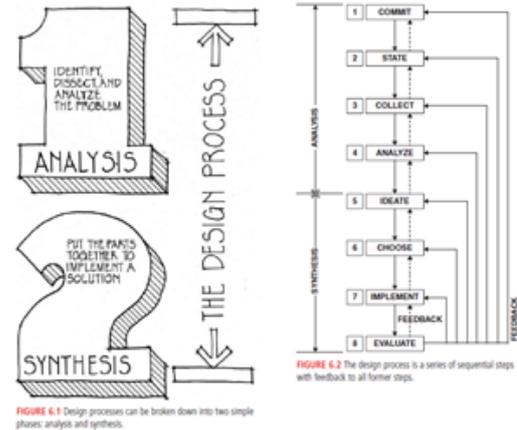


FIGURE 6.1 Design processes can be broken down into two simple phases: analysis and synthesis.

FIGURE 6.2 The design process is a series of sequential steps with feedback to all former steps.

Picture 1. *Design Process*  
(Source: Interior Designing, Rosemary Kilmer, 2014)



FIGURE 6.4 Relationships between the design process and phases of a project. Note the columns on the left that define the process, professional knowledge, phases of a project and the various forms of communication.

Picture 2. *Design Process*  
(Source: Interior Designing, Rosemary Kilmer, 2014)

## 3. RESULT AND DISCUSSION

The concept of interior design of Martha Tilaar Salon and Day Spa is **Heritage Lodge**.

*Heritage*- Heritage means Javanese cultural heritage. This keyword is realized by applying traditional Javanese elements not directly to the interior elements but implicitly. Combine it with a contemporary style that will make the interior of this room richer.

*A lodge*- Lodge has the meaning of a cottage, a small house for a while / vacation. This theme is based on the fact that Martha Tilaar Salon and Day

Spa itself is a place of health and beauty that makes the guests who come, come out fresh and happy like a vacation spot that is used to take a break and then go out for activities again.

From building analysis, the image obtained is natural, calm, and cultural. The atmosphere you want to produce is homey, natural, and light. And the style taken is Javanese contemporary. Due to the traditional style of Javanese houses began to fade and less desirable, because people have a tendency to get bored easily and want new things and a new atmosphere. This is a consideration why the traditional Javanese style must be combined with contemporary style so it is not boring.

In general the Javanese style uses wood and bamboo materials, some also use rattan and natural rock. The use of floors in traditional Javanese houses is usually called *jerambah* or *jogan*. The most commonly used flooring material is plastered cement or patterned tiles.



Picture 3. Javanese interior  
(Source: Kamarupa, 2018)

While contemporary style was chosen because of this style something that is completely up to date, marked by design changes that always try to adjust to the time and era. Changes in design are accompanied by changes in shape, appearance, type of material, processing, and technology used. The basic features of contemporary style are seen in the open space concept, which has an open facade. This style is recognized through practical and functional design characters by processing simple geometric shapes and neutral colors with a clean look. The use of large windows, as well as a combination of unique and strange shapes. Many use natural materials, many combined with lighting to produce an impression of space that is always fresh, and as much as possible always in harmony with the development of contemporary design.



Picture 4. Interior Contemporary  
(Source: Andro, 2020)

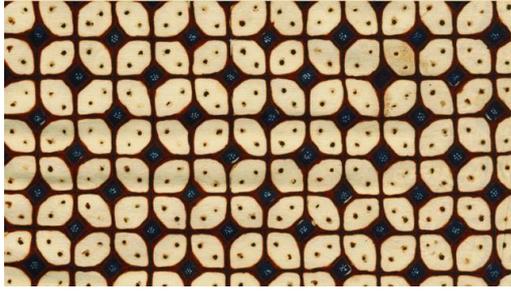
Therefore, by maintaining Javanese culture and to anticipate public boredom this design will integrate contemporary style as a form of cultural modification without removing elements of Javanese culture. This design uses a Javanese Contemporary design style.

This contemporary Javanese style can accentuate Javanese cultural heritage. From its original Martha Tilaar, meanwhile the contemporary style can make the design more modern and users can feel more comfortable in the interior unlike in the city so this place can be a vacation spot or a place for short break.

The decorative element used in this design is *kawung batik*, originating from Central Java which is the birthplace of Martha Tilaar. *Kawung motif* groups are motifs that are arranged in a round, oval or elliptical form. The composition extends along a diagonal line sloping left and right alternately alternately (Sewan, 1980: 226). *Kawung motifs* are depicted in the form of intersecting circles or oval round shapes that point to each other at the same point. The philosophical meaning of the *Kawung motif* is a symbol of perfection, purity and purity. It is not surprising that this *kawung motif* is seen often used by *semar incarnates* of gods who have good character, have sharp and wise thoughts (Iwet, 2013: 72).

This form of batik is applied in the interior of this time because the philosophical meaning which is symbolic of purity, purity, and pain fits with this spa and beauty so that when people come and see this batik form they will remember the meaning of this batik form. The form applied is a modified form of batik so that it becomes more

contemporary than the original form so that it can still look modern and won't felt heavy.



Picture 5. Batik Kawung  
(Source: Fitinline, 2013)



Picture 6. Material Scheme  
(Source: Author Documents)



Picture 7. Lounge  
(Source: Author Documents)



Picture 8. Receptionist  
(Source: Author Documents)



Picture 9. Salon View 1  
(Source: Author Documents)



Picture 10. Salon View 2  
(Source: Author Documents)



Picture 11. Facial Room View 1  
(Source: Author Documents)



Picture 12. Facial Room View 2  
(Source: Author Documents)



Picture 13. Hand and Foot Room View 1  
(Source: Author Documents)



Picture 14. Hand and Foot Room View 2  
(Source: Author Documents)



Picture 15. Hand and Foot Room View 3  
(Source: Author Documents)



Picture 16. Corridor  
(Source: Author Documents)



Picture 17. Room View Locker 1  
(Source: Author Documents)



Picture 18 Room View Locker 2  
(Source: Author Documents)



Picture 19. Double SPA Room View 1  
(Source: Author Documents)



Picture 20. Double SPA Room View 2  
(Source: Author Documents)



Picture 21. Single SPA Room View 1  
(Source: Author Documents)



Picture 22. Single SPA Room View 2  
(Source: Author Documents)

#### 4. CONCLUSIONS

Martha Tilaar is a brand of cosmetics and beauty products that carries the very theme of "Indonesian beauty" in the image of its products, and also uses natural ingredients which are traditional recipes of Indonesia.

Taking the traditional side by maintaining Javanese culture to eliminate customer boredom, this design will integrate contemporary style as a form of cultural modification without removing elements of Javanese culture using Javanese Contemporary design style

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