

Designing Tebing Tinggi City Hotel with Regionalism Architecture Approach

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Abstract (English)

Tebing Tinggi City has a strategic position outlined in the RPJMD 2011-2016, with a cross-Sumatra road network connecting Medan, Parapat, and Medan-Rantau Prapat and Medan-Siantar railroad networks. Kuala Namu Airport, Tebing Tinggi-Kuala Namu toll access, Kuala Tanjung International Port, and Sei Mangke industrial area encourage development. The RPJP vision of Tebing Tinggi City as a "City of Services and Trade with Quality Human Resources" supports the design of hotels with typical souvenir sales facilities. Tebing Tinggi City is famous for souvenirs such as Lemang, Roti Kacang, Halua, Kain Ulos, and handicrafts. By designing a hotel as a stopover, souvenir display facilities, and a specialty food court, the city has the potential to become an attractive destination for tourists. Although it does not yet have adequate lodging and souvenir shopping facilities, designing a 3-star hotel is a solution to improve economic services and visitor attraction. Regionalism architecture can be applied with local materials such as wood and stone and design elements from local Malay architecture, considering tropical climate aspects for comfort. This approach will embody the richness of local culture and nature, provide memorable experiences for visitors, and strengthen regional identity and economy.

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Hotel, regionalism architecture, Tebing Tinggi City, tourist destination, typical souvenirs

1. Introduction

Tebing Tinggi City has a strategic position, as explained in the Regional Medium-Term Development Plan (RPJMD) of Tebing Tinggi City from 2011 to 2016. First, the city is located on the Sumatra crossroad network and is a meeting point between the central and eastern Sumatra crossroad networks as well as the main (arterial) road connecting Medan City with Parapat City (Lake Toba), including the Medan-Rantau Prapat and Medan-Siantar railroad networks. Second, the Kuala Namu Airport and Tebing Tinggi-Kuala Namu Airport toll access will support the development and expansion of the city. Third, the Kuala Tanjung International Port and Sei Mangke industrial area will open up opportunities for the development and regional economy of Tebing Tinggi City [1]. This is proven by the construction of toll road infrastructure in Tebing Tinggi City.

In line with the RPJP Vision of Tebing Tinggi City to become a "City of Services and Trade with Quality Human Resources" [2], this vision underlies the design of a hotel that provides facilities for selling souvenirs typical of Tebing Tinggi City. This vision encourages economic growth and demonstrates a commitment to building quality human resources, which is key to the city's success.

Tebing Tinggi City has a variety of famous souvenirs, and they are in great demand by tourists or those who stop by this city. The famous typical souvenirs of Tebing Tinggi City are Lemang, Roti Kacang, Halua, Ulos Cloth, handicrafts from the local community, and many more [3].

With the design of hotels in this city, it is used as a stopover from outside Tebing Tinggi City for those who want to spend the night and provide facilities in the form of souvenir displays and special food court areas which are used as new destinations for the people and tourists of Tebing Tinggi City.

Tebing Tinggi City is not a major tourist destination but rather a cross-tourism city due to its easy accessibility for visitors from outside the city. Given this, Tebing Tinggi City has great potential to be developed into a stopover area. This development can be done through various activities, both direct and indirect, such as providing hotels equipped with souvenir shopping facilities to meet the shopping needs of the community and tourists in Tebing Tinggi City. Tebing Tinggi City is not a major tourist destination, but rather a cross-tourism city due to its easy accessibility for visitors from outside the city. Given this, Tebing Tinggi City has great potential to be developed into a stopover area. This development can be done through various activities, both direct and indirect, such as providing hotels equipped with souvenir shopping facilities to meet the shopping needs of the community and tourists in Tebing Tinggi City.

However, Tebing Tinggi City currently lacks sufficient lodging and souvenir shopping facilities to adequately support local economic activities and attract visitors from outside the area. According to data from the Central Bureau of Statistics (Table 1), Tebing Tinggi City had only one star-rated hotel between 2017 and 2022 [4]. The design of a 3-star hotel in Tebing Tinggi City is seen as a potential solution to this issue.

Table 1 Number of Hotels in Tebing Tinggi City, 2017-2022

Year	Starred	Non-Starred
2017	-	11
2018	-	12
2019	-	12
2020	-	14
2021	-	15
2022	1	14

The planned 3-star hotel will feature 30 standard rooms, each with an en suite bathroom. It will offer amenities including a bank, travel agency, drugstore, souvenir shop, money changer, boutique, salon, polyclinic, airline agent, and paramedic services. Additionally, there will be an adult swimming pool that is separate from the children's pool [5].

Regionalism architecture is a conceptual approach that considers regional characteristics related to local culture, climatic conditions, and the use of local building materials juxtaposed with modern technology [6].

Regionalism architecture is an architectural movement that seeks to incorporate local cultural elements into building design. It emphasizes the consideration of cultural aspects, climate, and the use of local materials, all while integrating modern technology.

Based on this concept, according to Tan Hock Beng (1994), regionalism can be translated into several strategies, namely: (a) Display a unique identity based on the characteristics of the place/region and its climate; (b) Display identity formally and symbolically, but with a more innovative and creative approach; (c) Recognize traditional values that remain relevant throughout time; (d) Select principles that are still relevant to be reused or applied in a modern context; (e) Find a harmonious balance between local identity and international influence [7].

Regionalism architecture can be realized by using local building materials and design elements inspired by Malay architecture in Tebing Tinggi City. Building designs that take into account tropical climate conditions, such as optimal natural lighting, good ventilation, and protection against high rainfall, will increase comfort for residents and visitors.

The application of Malay Regionalism Architecture is further strengthened following the loss of one of the relics of the Negeri Padang Kingdom, namely the fire of the Istana Negeri Padang in March 2022 [8]. With this approach, the hotel design in Tebing Tinggi City can represent the richness of local culture and nature, provide memorable experiences for visitors, and help strengthen the local identity and economy.

2. Method

The design method employed is descriptive qualitative, focusing on illustrating existing phenomena without altering the studied variables. This approach uses qualitative data presented descriptively, without measurement or quantification. Data collection involves primary data through documentation and observation and secondary data through literature studies based on existing facts. These aspects are then analyzed to understand the space requirements, spatial layout, and circulation related to the activities conducted in the space [9].

3. Result and Discussion

3.1 Project Description

After analyzing and selecting the location, I found that the chosen site is located on Jalan Let. Jend Suprpto, Tebing Tinggi Kota District, Pasar Baru Village, Tebing Tinggi City (Figure 1). This area is an area designated for trade and services with SWP (K-3) status [10], being the main shopping center. Located in the urban center, this location is close to Merdeka Square Tebing Tinggi and has easy access through a strategic intersection. The hope is that this location can become a new icon and attractive recreational destination of Tebing Tinggi City.



Figure 1 Project Location

Source: Google Earth [11]

3.2 Detailed Area Program

After conducting user analysis and calculating the area needed per room, the total space area is as follows (Table 2).

Table 2 Detail Area

CATEGORY	AREA	AREA (m ²)	
HOTEL	General	1047,28	
	Guest Facilities	1922	
	Guest Activities	3244,8	
	Service	72,28	
Total Hotel Area		6116,5 m²	
SOUVENIR AREA	General	449,93	
	Souvenir Display	688,92	
	Foodcourt	557,28	
	Activity Manager	115,7	
	Support	927,03	
	Total Souvenir Area		2738,83

The size of the Parking Space Unit [12] has the following provisions (Table 3).

Table 3 Large Unit Parking Space

Vehicle Type	Parking Space Unit (m ²)
Class I passenger car	2,30 x 5,00
Class II passenger cars	2,50 x 5,00
Class III passenger cars	3,00 x 5,00
Bus / Truck	3,40 x 12,50
Motorcycle	0,75 x 2,00

From the known units, it is then calculated to get the parking area requirements for hotels and souvenir areas (Table 4).

Table 4 Detail Area

Category	Vehicle Type	Percentage	Standard	Area
Hotel	Two-wheeled vehicles	45%	2m ²	105,8
	Four-wheeled vehicles	50%	15m ²	882
	Bus	5%	30m ²	176,4
Total				1164,2
Circulation 30%				1513,5
Souvenir Area	Two-wheeled vehicles	45%	2m ²	18
	Four-wheeled vehicles	50%	15m ²	150
	Bus	5%	30m ²	30
Total				198
Circulation 30%				257,4

3.2 Massing

The mass design of the Hotel Kota Tebing Tinggi building starts with a square geometric shape, which is then divided into four floors based on the KLB. This design underwent several changes, including the addition of columns on the ground floor to strengthen the structure and accentuate the accent of stilt houses in Malay architecture. There were additional elements at the entrance, such as a drop-off and ramp, creating the impression of a typical Malay staircase. The final design includes the addition of a Bumbung Limas roof in keeping with the local theme and climate (Figure 2).

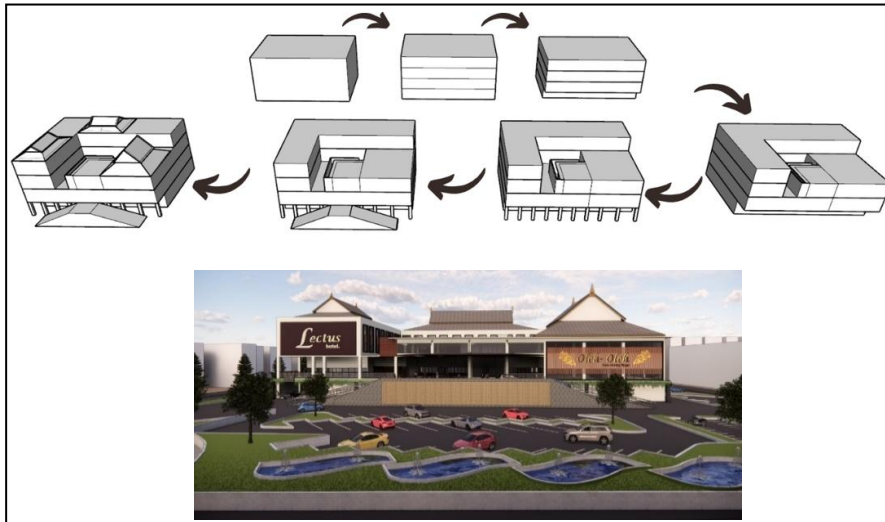


Figure 2 Massing

Source: Author

3.3 Zoning

The first floor includes a dedicated parking area for hotel guests, and there is a swimming pool located at the rear. The hotel consists of standard rooms, superior rooms, and suite rooms. In the souvenir area, there are two kinds of souvenir displays on different floors. According to (Tjiptono 2007) in [13], souvenirs are reviewed based on their durability, divided into 2: durable goods and non-durable goods. The souvenir display on the 2nd floor is a display of packaged specialties, and on the 3rd floor, there are displays of specialty goods. The souvenir area also has rental retail and a specialty food court, so visitors can enjoy souvenirs directly (Figure 3).

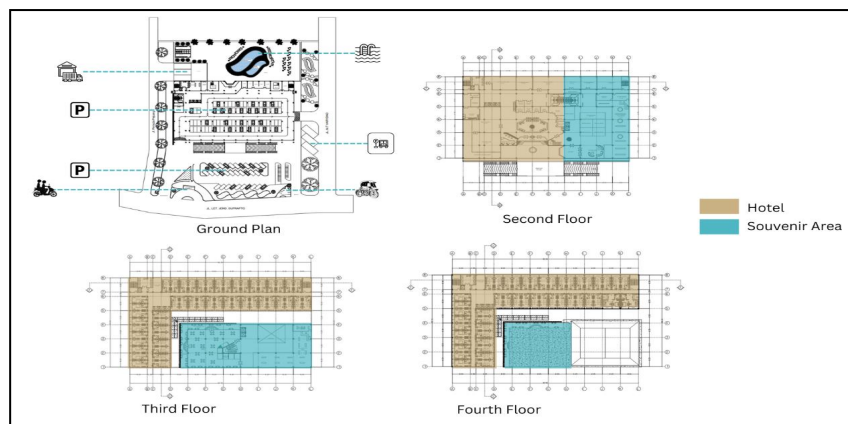


Figure 3 Zoning

Source: Author

3.4 Theme Implementation

The following is the application of Malay regionalism architecture in the design of the tebing tinggi city hotel (Figure 4).

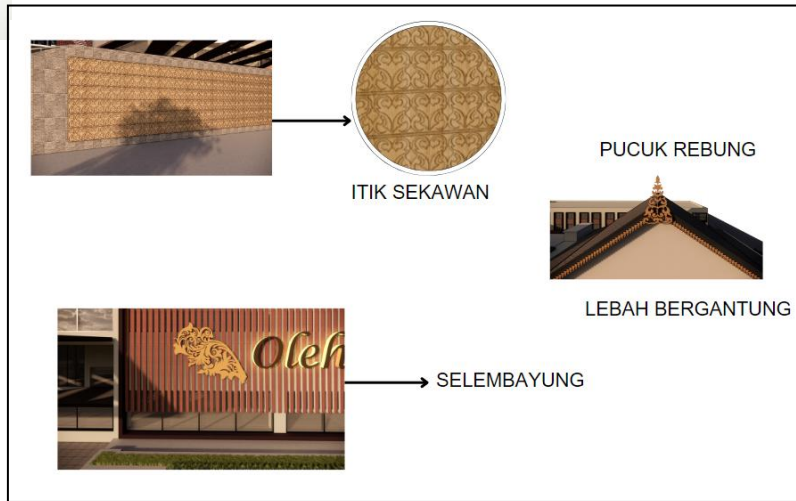


Figure 4 Ornament
Source: Author

The regionalism architecture applied to this design is an eclectic concrete regionalism architecture, where there is a careful selection and selection to choose the best form from various alternatives, both in terms of methods, social, and physical form. And it is representative, illustrated in the field of architecture by presenting architectural elements without considering the actual philosophy or function, according to Suha Ozkan in [14].

The use of Malay elements such as pyramid roofs, building facades that resemble stilt houses with visible columns at the front, drop-off and ramp concepts designed similar to stilt house stairs, and the use of various ornaments. The Itik Sekawan and Itik Pulang Petang ornaments have the meaning of steadfastness and obedience, Pucuk rebung is a symbol of purity and strength, Bee Hanging is a symbol of loyalty and selembayung is a symbol of protection from the supernatural [15].

The application of Malay Regionalism Architecture in the landscape area comes from the transformation of several Malay ornaments (Figure 5).

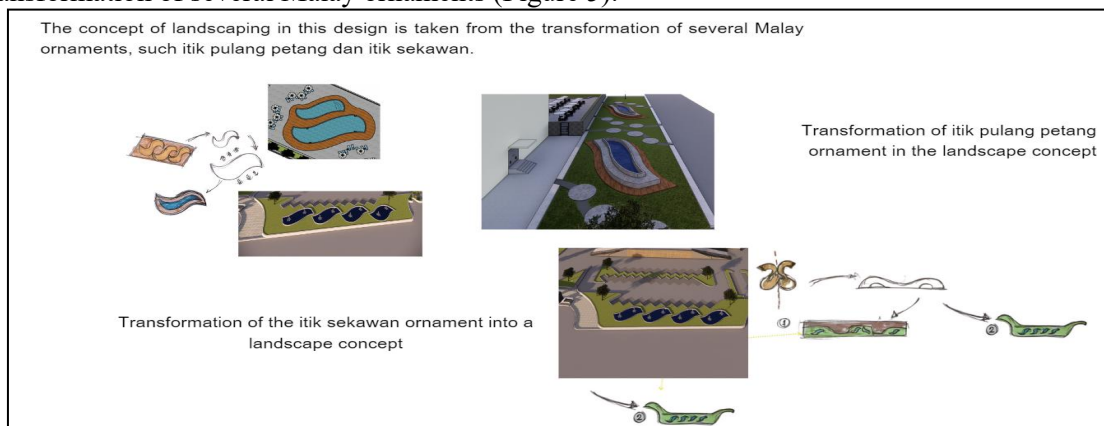


Figure 5 Transformation of Landscape
Source: Author

The ornament used is transformed into the Itik Pulang Petang and Itik Sekawan ornament, which is placed in the landscape of the front, side, and rear areas in the form of a swimming pool.

4. Conclusion

The hotel design in Tebing Tinggi City includes shopping facilities for souvenirs typical of this city. By applying regionalism architecture, the hotel is expected to revive the cultural identity of Tebing Tinggi City's historical heritage, namely the Malay tribe. The building design will use local building materials and design elements inspired by traditional Malay architecture. As well as considering tropical climate aspects in the roof design.

With the design of this hotel, it is expected to become an attractive new destination for local people and tourists visiting Tebing Tinggi City. Its strategic location in the city center, close to public facilities such as Merdeka Square and easy access from the main intersection, makes this hotel a potential new icon of the city. The construction of this hotel is also in line with the vision of Tebing Tinggi City, which wants to become a "City of Services and Trade with Quality Human Resources" and supports the city's growing infrastructure development. In addition, the hotel will provide a souvenir display facility as well as a specialty food court area so that visitors can enjoy and bring home memories of Tebing Tinggi City. Thus, the hotel functions not only as a place to stay but also as a shopping and recreation center that enriches the experience of tourists. Through this approach, the hotel design in Tebing Tinggi City is expected to strengthen local cultural identity, support the regional economy, and make a positive contribution to the development of the city.

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6. Conflict of Interest

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