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DESIGNING A BOUTIQUE HOTEL IN KESAWAN WITH AN ADAPTIVE REUSE APPROACH

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Abstract (English)
The tourism industry in Medan City has grown rapidly. This progress has an influence on the increasing need for temporary housing. Boutique hotel is one of the efforts to provide lodging facilities with certain services, such as accommodation in accordance with tourism in the local culture. By considering boutique hotel design ideas influenced by the attractiveness of Kesawan which is a cultural heritage area. The design challenge of a boutique hotel in Kesawan is to create the idea of harmony between human habitation and the surrounding culture, so that the design not only meets the accommodation needs but also introduces Kesawan to tourists.

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1. Introduction

In Medan City, North Sumatra, Indonesia, there is a neighbourhood called Kesawan which is part of the West Medan sub-district. Jalan Jenderal Ahmad Yani, also known as Jalan Kesawan, is one of the oldest streets in Medan filled with historical buildings. Kesawan has been the largest Chinatown in the Malay Kingdom of Deli (now Medan) since the Dutch East Indies government first came to power. Kesawan is an important part of the development of Medan City, the two are closely linked in terms of history, culture, and urban development.

Many of the old buildings scattered in the Kesawan area have suffered damage to the structure, roof, walls, floors, etc., even some have been abandoned and no longer function, For this reason, the old building can be reused by changing its original function but still maintaining the original facade of the building. Adaptive reuse or the reuse of old buildings for new functions is one method to change the original purpose of the building. This technique can help reduce the amount of construction waste as well as the overuse of natural resources, and increase public awareness of the importance of preserving historic buildings.

2. Method

There are 3 main methods used, that is : (1) Literature Study, is a research based on literature works and includes findings from the result of the study[1]. The literature can be based on information from books, journals, scientific works, or written works. Conduct a literature study related to boutique hotel buildings and adaptive reuse approaches; (2) Comparative Study, is a research method that compares two or more groups or variables in a study, to get a better understanding of the differences and similarities between these groups or variables, and to identify factors that influence these differences and similarities[2]. Conduct comparative studies on buildings that have appropriate functions and themes; (3) Site Survey, is an activity carried out through data collection of a predetermined location with the aim of obtaining information about the characteristics, conditions, and potential of the location.

3. Result and Discussion

1.1 Definition of Boutique Hotel

A hotel is a type of service facility that offers food, beverages, sleeping accommodation, and other facilities that conform to the standards of a five-star hotel to enhance the activities that guests undertake during their stay. Star ratings are used to categorise hotels, with 1-star hotels being the lowest category and 5-star hotels being the highest category. In general, which states that a hotel is an establishment that offers food, beverage, and sleeping accommodation services to travellers who are able to pay a fair price for the services they receive without requiring a special agreement[3].

In the book "Branding Boutique Hotels: Management and Employees Perspectives" by Lara Ozarslan, there are several definitions of boutique hotels including[4]: (1) The Boutique and Lifestyle Lodging Association (BLLA) indicates the luxury of a unique and distinctive atmosphere that has been specially provided; (2) Smith Travel Research [STR] states that how to provide a distinctive modern style and can evoke a feeling of exclusivity.

According to Lara Ozarslan (Özarslan, 2014)[4], boutique hotels are: (1) Boutique Hotels are hotels that specifically offer authenticity and distinctiveness contained in the design aspects of the space in an effort to create an experience that is different from the usual hotel; (2) Boutique Hotel is an attempt to give an image to a building that functions as a hotel because of its authenticity which includes an attractive location, distinctive design, and quality of experience.

According to the Oxford English Dictionary, a boutique hotel is "a small, attractive hotel, usually located in a popular urban location". Boutique hotels have distinctive features, artificial ornaments, and specialised services. Boutique hotels originally emerged in the 1980s, when a new trend began to generate the hotel industry.

1.2 Characteristics of Boutique Hotel

The term "Boutique Hotel" was coined when Morgans Hotel was opened in 1984 by owner Stve Rubell in New York City. With a focus on providing comfortable, fashionable, and custom-designed lodging. According to Mettler (2018) and Hollander (2022) the main characteristics of boutique hotels include: Small size, Boutique hotels usually have less than 100 rooms. Small restaurants and bars, small conference rooms, and leisure facilities are typical of boutique hotels. Compared to larger hotels, boutique hotels are usually more private and personalised due to their smaller scale.

All boutique hotels have a distinctive theme; some have historical themes, some have food themes, and certain objects such as colours, literature, or famous figures. These motifs can be found in the hotel name, facilities, staff uniforms, and overall design. Boutique hotels often honour the traditions and culture of their community. To give visitors a true sense of place and allow them to fully enjoy the atmosphere of the hotel, regional artwork, food, or architectural ornaments may be included.

The design style of the boutique hotel is unique. If a hotel does not have the right furnishings and design, it cannot represent a theme. The unique interior design of a boutique hotel is its hallmark. Every component of the hotel's design has been carefully selected; in some cases, the owners even personally select the artwork or souvenirs. Boutique hotels are known for their unique design features and ornamental details. These hotels usually have elegant décor,

up-to-date furnishings, and ornaments that provide a visually appealing and memorable atmosphere.

Due to their small size, boutique hotels have a cosy atmosphere. The hotel staff can focus on providing services to each guest. The emphasis on service is one of the distinguishing features of boutique hotels. Employees often receive specialised training and are attentive to the specific needs and desires of each guest. A more unique and memorable experience is the goal of this particular design.

Compared to other hotels, boutique hotels have their own uniqueness. According to Lim & Endean (2009), there are significant differences between boutique hotels and other types of hotels in terms of excellence, design, creativity, and culture (Table 1).

Table 1 Difference between Boutique Hotel and Non-Boutique Hotel.

Boutique Hotel	Non-Boutique Hotel
Unique	Not too concerned about uniqueness
Thematic	General
Following trends/building styles for reference	General
Intimate	General
Selling ambience	Not too concerned about the ambience
Has few rooms	Many rooms
Design oriented	Not too concerned about design/style

1.3 Adaptive Reuse

Adaptive Reuse refers to a design approach that preserves historic qualities by reusing existing structures. Also referred to as building recycling, Adaptive Reuse is the act of reusing an existing building for a different use than its original purpose. While still using all or most parts of the building-including the structure, walls, and even the interior. This revitalisation is not only for buildings that have significant historical value; it can also be used as a measure if the building is no longer functional.

The principles of adaptive reuse are essential for ensuring that a building retains its original character and historical value during conversion. **Authenticity** is a primary principle; if a building is to be converted, it must retain the authenticity of its architectural elements. Changes should be kept to a minimum to maintain the original shape of the building, thereby preserving its character. **Strengthening**, or profit, involves making changes that enhance and clarify the historical value of a building. This is achieved by distinguishing between old and new elements, ensuring that new construction supports rather than damages the old building. **Adaptive and Flexibility** require that the space be modified according to its current or future function while still recording and documenting its previous function. By adhering to these principles, adaptive reuse can be carried out effectively and sustainably.

1.4 Site Description

The location is located at the intersection of Jl. Perdana and Jl. Jendral Ahmad Yani, Kec, Medan Barat, Medan, North Sumatera with an area of 5.300m^2 (Figure 1).

Figure 1 (a) Site Location; (b) Site Location based on RDTR.

Based on the Medan Spatial Detail Plan Map (RDTR), the site location is included in the K-1 area which is a trading area. The Trade and Service Zone is a zone that functions for the development of retail business activities and commercial service activities with the main function of shops and markets, office activities, and large-scale trade. Based on the Zoning Activity and Space Utilisation Provisions Matrix, this location has the following rules (Table 2).

Table 2 Zone of site location.

No.	Classification	Trade and Service Zone	
	Zone/Activity	K-1	K-2
	Activity List	Commerce	Commercial Services
Commercial Services			
14	Hotel	I	I

Description:
I : Directly authorised unless specified by applicable laws and regulations

1.5 Mass Concept

The shape of the building mass initially follows the form of the existing site. The building near the side of the road is an old shophouse that is used as a retail area and the inside of the building is a residential area (Figure 2).

Figure 2 Mass Concept

1.6 Basic Concept

The site location is adjacent to the historical building, London Sumatera, so there are only 3 entrances, for the parking section is inside the building through the Mesjid Street. The

middle of the building is used as a hotel area while the area next to the road is a commercial area (Figure 3).

Figure 3 Massing

1.7 Zoning

1.7.1 Ground Plan

The first floor area is used as a commercial area such as retail, restaurant, salon, spa, coffee shop, innercourt and hotel lounge area (Figure 4).

Figure 4 Zones in the groundplan

1.7.2 Second Floor Plan

The second floor is still dominated by the commercial area and some of it is the management area and parking area (Figure 5).

Figure 5 Zones in the second floor plan

1.7.3 Third Floor Plan

The third floor becomes a residential area with 2 types of rooms, such as deluxe type and suite type, with a communal area at the back (Figure 6).

Figure 6 Zones in the third floor plan

1.7.4 Fourth Floor Plan

The fourth floor becomes a residential area with 2 types of rooms, such as deluxe type and suite type (Figure 7).

Figure 7 Zones in the fourth floor plan

1.7.5 Fifth Floor Plan

The fifth floor is a residential area with 3 types of rooms, namely deluxe type, suite type, and president suite type (Figure 8).

Figure 8 Zones in the fifth floor plan

1.8. Theme Implementation

The building facade adapts to the facades of neighbouring buildings and some existing buildings on the site. Adding a tower to harmonise the building from the south facade. The carvings on the building are also adapted to the original, besides that the commercial building at the front is maintained in accordance with its original function, namely for commercial functions (Figure 9).

Figure 9 (a) Existing elevation; (b) Design elevation

4. Conclusion

The design of a boutique hotel building in the Kesawan area is a lodging facility that provides a stay with an old building atmosphere and becomes an information centre that can provide education and information to tourists. This building uses the theme of adaptive reuse which aims to maintain old buildings and increase public awareness of the importance of preserving historic buildings. The building is 5.300 m^2 consisting of commercial facilities such as retail, restaurant, coffeshop, salon, spa, ballroom, karaoke, and residential facilities with 3 types of rooms namely deluxe rooms, suite rooms, and president suite rooms that face directly towards Kesawan Street.

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