

# Interior Designing of Semarang Convention Center under the theme of *Asem Arang-Arang*

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## ABSTRACT

Semarang, as the capital of Central Java Province, with its high economic and tourism growth, needs to be supported with adequate facilities and infrastructure. The purpose of designing is to fulfill exhibition and meeting facilities in the city of Semarang, Indonesia. The design method adopts the stages of the Kurtz programming design process. The theme of *asem arang-arang* is a local character in Semarang, Indonesia, with a post-modern style. The interior design drawings of Semarang Convention Center include the main lobby (exhibition hall area), side lobby (convention hall area), convention hall, exhibition hall, meeting/conferences room, and cafeteria. The benefit of the design is as a reference for the Semarang city government and the parties involved in developing infrastructure and facilities in Semarang.

## KEYWORDS

Design interior,  
Convention center,  
Postmodern.

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## 1. Introduction

The rapid development of human culture and civilization raises some discoveries and problems that all humans need to know, especially when it comes to universal interests. As the capital of Central Java Province, Semarang grows as a center for developing culture, industry, tourism, education, business, and a buffer for the surrounding cities. In conveying and disseminating information and new things to other regions, media is needed, one of which is a space to hold conventions or meetings in regional, national, and international scopes. Following the regional growth scenario as stipulated in the Regional Regulation of the City of Semarang No. 14 of 2011 concerning the Regional Spatial Plan or *Rencana Tata Ruang Wilayah* (RTRW) of the City of Semarang for 2011-2031, the spatial planning objective has been set as "Actualizing Semarang City as a center of international trade and service, which is safe, comfortable, productive, and sustainable," then formulated a strategy to create a city of trade and services, one of which is through the development of the meeting and exhibition service sector (Sumarno and Indarto 2018).

The MICE (Meeting, Incentive, Convention, and Exhibition) industry is an element of the tourism business that is currently experiencing rapid development and has also become an international industry (Zamzuri, Awang, and Samdin 2011). Organizing meetings, incentive trips, conferences, and exhibitions are among the tourism businesses (Hankinson 2005). MICE is an effort to provide services for a meeting of a group of people (statesmen, businessmen, intellectuals, and so on) to discuss issues related to common interests (Bauer, Lambert, and Hutchison 2001). In general, convention events collaborate with other tourism businesses, such as transportation, accommodation, entertainment, pre, and post-conference travel. The city of Semarang was recorded in 2017 that: the number of tourists visiting consists of Domestic tourists which reached 51,880 people and foreign tourists which reached 4,324,479 people; the number of Semarang City Tourism Supporting Facilities in 2017 is 25 units of meeting buildings, 36 hotels, 137 units of restaurants, 124 travel agencies, 80 units of entertainment

and tourist attraction (Hardati, Rijanta, and Ritohardoyo 2017). The MICE industry in recent years has greatly benefited the economy of Semarang in 2018, increasing an average of 6.4% annually. For this aspect of tourism to be stronger, it must pay attention to and develop several aspects, one of which is the aspect of providing buildings for Convention and Exhibition activities (Hermini et al. 2018). The development of Semarang convention activities continues to increase, with the average standard of providing accommodation for meeting and exhibition events in 2016 amounting to 940 events; in 2017, there were 966 events; in 2018, there were 1017 events. This convention activity will continue to increase every year because it is supported by the growth of tourists amount entering the city of Semarang (Prasetia, Sasminto, and Susanti 2019).

The location planning has been determined by the Regional Planning & Development Agency (Bappeda) of Semarang City in Pedurungan District, precisely on the land of Pedurungan District Office, the Office of Food Security, and the Office of the Agriculture Service, which will later be relocated (Fajariyah, Indrayati, and Hikmah 2018). This planning is also a solution to the density of activity in the heart of the city then as a response to this problem with an equal distribution plan for Semarang. As the reasons why the government plans development in the East Semarang area include the land factor, split the crowd in the middle of the city, equitable urban development, and development of the second Simpang Lima, Middle, and Outer Ring-road. Therefore, these problems are the basis for Semarang Convention Center's interior design (Prasetia, Sasminto, and Susanti 2019).

## 2. Method

The design approach uses a technical approach, a functional approach, an aesthetic approach, and an ergonomic approach (Zhang, Yang, and Liu 2014). The design method uses a design method that adopts the stages of the design process from the Kurtz programming method with a design process scheme that includes orientation, base program, interactive programming, and design as feedback (Kurtz et al. Orientation stage is the stage of learning philosophy, activities, and goals the client wants to achieve based on consultation with the client. The base program stage is assessing client needs, reviewing alternative support, and initial program plans consisting of the building organization, activity areas, connections, and room size (Zimring et al. 2005). Iterative programming is the stage of presenting the basic program to the client; the architect creates a new program plan based on input from the client, repeats, and revises until an agreement is reached (Sanoff 2016). Design as feedback, the process carried out is developing a schematic design carried out after the last iteration process of programming (Austin et al. 2000). Revisions will be carried out continuously until an agreement is reached. The work scope is limited to the lobby, waiting for the area, convention hall, exhibition hall, meeting/conference room, cafeteria (Lidwell, Holden, and Butler 2010).

## 3. Results and Discussion

Design cannot be separated from the locality and memories of Semarang. The pattern of *asam Jawa* (tamarind) from *Semarangan* Batik after going through the stylization and creativity process of coastal batik craftsmen is also the origin of the city name, Semarang, made up from the words "asem" (tamarind fruit) and "arang – arang" by Ki Ageng Pandan Arang. These ideas inspire an interior design that can design and combine local elements with the modern lifestyle of Semarang people, so an interior style approach is needed, which can combine the two well. The set of ideas mentioned is one of the characters and principles in the flow of Postmodern architecture. This combination makes the atmosphere of today's space feel the memories of local culture with the transformation of Javanese *Asem* (tamarind) so that it is expected to be able to elevate local elements as the identity of the city of Semarang and meet the needs of the community for meetings and exhibitions service facilities in an integrated manner equipped with other supporting facilities. In addition to this design, it is hoped that the city of Semarang will become a center for trade and services on both national and international scales. To avoid problem expansion, it is necessary to have a scope of work limitations in this case,

including the main lobby (exhibition hall area), side lobby (convention hall area), convention hall, exhibition hall, meeting/conferences room, and cafeteria.

The existence of a design basis in a design is a basis for ideas, thoughts, and imagination of the work (Goldschmidt and Tatsa 2005). In general, the benchmark of setting an interior design is to create a facility in the form of interior space for human activities. The interior shall meet the following prerequisites: technical, aesthetic, and norms of design. To achieve these three elements, several approaches to design solutions can be used (Ching and Binggeli 2018). The design foundation used in this design includes a functional approach, an ergonomic approach, a theme and style approach, and a technical approach (Lee and Coughlin 2015).

### 3.1. Functional Approach

The functional approach of Semarang Convention Center in Semarang has a function as a supporting building to facilitate events both conferences and exhibitions in the city of Semarang to support the full development of MICE in order to accommodate the small and large scale of event conferences and exhibitions because in the city of Semarang MICE development is constrained by the lack of adequate meeting and exhibition facilities. In order to fulfill these functional aspects, it is necessary to divide space based on user activity. To fulfill these various activities, the space facilities required are as follows:

- Lobby, the most front room, and the first room visited. The lobby has a receptionist area, ticketing, lounge, and rest area. The lobby functions to accommodate activities for receiving and waiting for visitors, as a space for circulating information and coordination of all activities.
- Meeting, Convention, and Exhibition Hall, a room that serves to accommodate activities related to small and large meetings and exhibitions. The showcase design's effectiveness, among others, is determined by the layout of the space filling, grouping & zoning, and the circulation of people and goods.
- A cafeteria is a means of supporting facilities to accommodate dining, drinking, and relaxing in a room or area.

### 3.2. Ergonomic Approach

The design must provide safety, health, security, and comfort for humans when using and operating the design results. An ergonomic approach is taken to determine the standard size of various interior elements to be designed to create safety and comfort. Ergonomics is an interdisciplinary science that studies the relationships between humans and their environment. The ergonomics applied in this design uses design standards from the book *Human Dimension & Interior Space* (Panero and Zelnik 1979).

### 3.3. Aesthetic Approach

Aesthetics is used as an element of beauty and harmony of form that can create harmony. In aesthetic theory, various kinds of elements in the art of form are studied: style, rhythm, impressionism, expressionism, texture, patterns, dimensions, the psychology of colors, tones, shadows, and light. The aesthetic approach is achieved by applying design to interior elements formed from concepts, themes, and styles to create a visual impression and image to be achieved. The embodiment of space in Semarang Convention Center's interior design can be actualized based on the aesthetic foundation of the shape of tamarind or *asem Jawa* (Semarangan batik pattern) with a combination of themes and styles.

- The aesthetics of *Asam Jawa* (Javanese Tamarind)

*Asem Jawa* (Figure 1), *asam* or *asem* is the Indonesian and Javanese word for tamarind, a typical sour fruit in Asia, commonly used as a spice in many Indonesian dishes enhancer of a sour taste in food. Apart from its benefits as a cooking spice, tamarind has aesthetic and historical value. The aesthetic value can be seen from the irregularly repeated curvy shape with an attractive brown

color that symbolizes flexibility or freedom. In contrast, the historical value of *asem* is the origin of Semarang's name (*asem arang - arang*), which Ki Ageng Pandhan Arang coined.



**Fig. 1.** Tamarind (Rao and Mathew 2012)

- Theme

The theme in this design applies a local element, Semarangan Batik, one of a kind that is the same as other coastal batik patterns that do not follow batik standards as those in the Solo or Jogja areas. Since ancient times, Semarangan Batik, in its making process, has always put forward the concept of freedom by making batik motifs according to their creations or desires, inspired by existing batik motifs being developed to become other batik motifs inspired by icons of the city of Semarang. One of the results is a new typical batik pattern of Semarang with *ceplok* (a particular regularly repetitious pattern) model inspired from Semarang icons such as the *Layur Mosque*, *Lawang Sewu*, *Asem Arang-arang*, and *Tugu Muda*. From some of the batik motifs above, the interior design will apply some form transformations of Batik Semarangan *asem arang-arang*, which becomes one of the typical batik motifs of Semarang city. In addition to this, *Asem Jawa* is the philosophy or the origin of the city name, Semarang. From the *asem arang-arang* batik pattern, taking the core idea of batik that is tamarind fruit, relates to the history that there used to be tamarind trees on the north coast that grew not close to each other or *arang - arang* (Javanese word for 'having a gap of each other), from which the name Semarang was created, coined by Ki Ageng Pandhan Arang.

- Style

Postmodern style is a mixture of traditional and non-traditional, half modern and half non-modern, a mix of old and new. Postmodernism has a hybrid style or combination of two elements and double-faced or often referred to as double coding. The postmodern style, in this case, combines local with modern elements so that the postmodern style is suitable to be applied to the interior design of Semarang Convention Center. The postmodern interior style has ten characteristics, such as: containing communicative elements that are local or popular; reviving historical memories; containing urban context; reapplying ornamentation techniques; being representational; having the metaphorical form (can mean other forms); resulted from participation; reflecting common aspirations; plural in nature; and eclectic. The postmodern style, in this case, combines local idioms with modern ones so that the postmodern style is suitable to be applied to the interior design of Semarang Convention Center in Semarang.

The postmodern style is applied to this design by processing the *asem* motifs that are transformed into a form representing the form and philosophy of *asem* with curved patterns, flexibility/freedom, and historical points. The selection of material and appearance uses innovative materials resulting from previous materials such as plywood as an innovation to replace solid wood and High Pressure Laminate (HPL) as an innovation in finishing techniques. This design is aesthetic, practical, and functional through the use of space-forming elements and space-filling elements that are neutral, pastel and simple in color but looking grand and luxurious.

**Table 1.** Colors and their resulting effects.

Color	Mark	Resulting effects
White	Neutral color postmodern style	. Adding mental clarity & clearing the clutter of mind.
Black	Neutral color postmodern style	Generating a strong character, full of confidence, elegant, majestic and

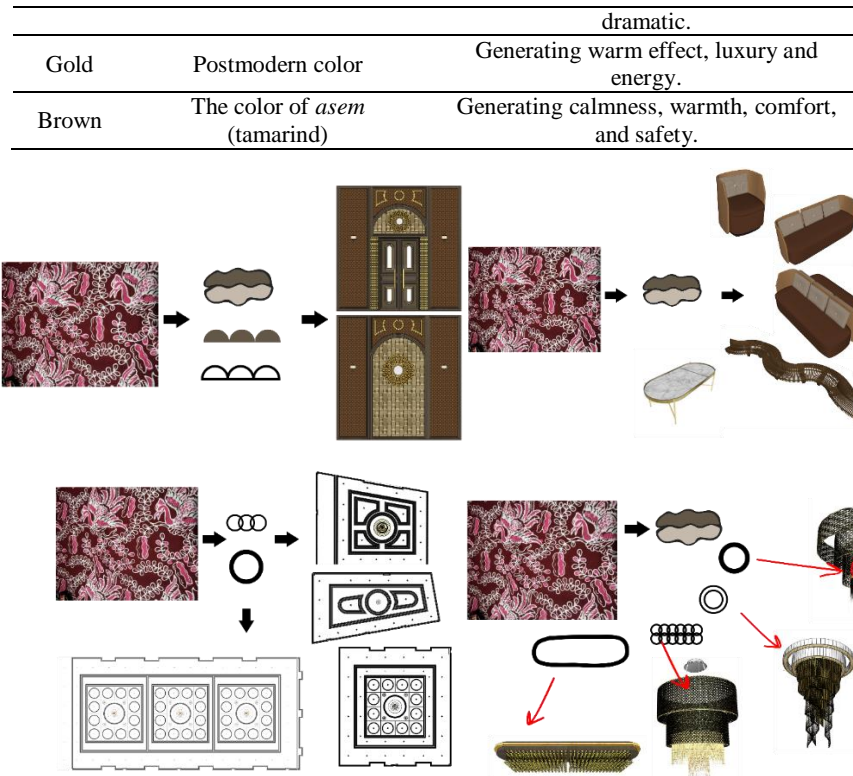


Fig. 2. Design transformation process.

### 3.4. Technical Approach

Sound-absorbing materials used in the acoustic design are used as sound control in noisy rooms and can be installed on the room walls or hung as space absorbers; those that are porous, absorbent panels, and carpet. Sound-absorbing materials and constructions are used in the acoustic design of a convention hall or used as sound control in noisy spaces classified into porous materials, panel absorbent materials, and carpets.

Activity function	Activity type	Lumen/Lux Standard
Auditorium	Watching shows	100
Multipurpose / Convention Hall	Show preparation	400
	Conference meeting	300
	Workshop/seminar	
	Banquet	
Exhibition hall	Enjoying exhibition	500
Meeting room	Meeting	300
Board room	Holding discussion	
Foodcourt	Dining and drinking	200
Coffee and bar	Dining and drinking	100
Managing office	Working with computers	400
Lobby/foyer	Gathering, waiting	200
Plaza area and support.	Public space	200
Lavatory	Restroom, washing hands	100
Parking lot	Public space	50

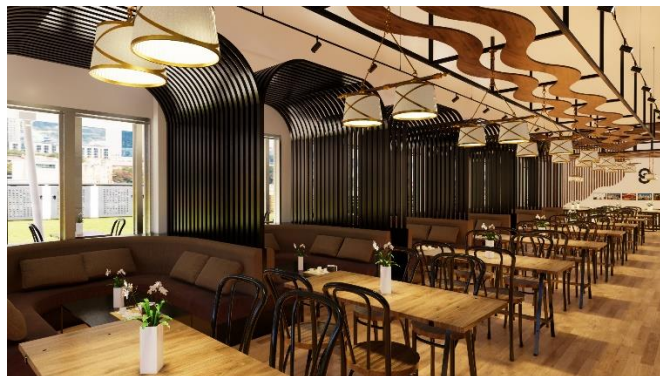
The scope of work on the Interior Design of Semarang Convention Center specifically focused on spaces such as:

- Lobby as a means to accommodate activities of receiving guests, information center, waiting area and coordinating all activities. In the lobby, there are three areas, such as the receptionist desk, waiting area, and ticketing area. The receptionist desk is the front area that accommodates reception activities, serving as a guest information center and a space to coordinate all activities.

- The waiting area is an area for guests waiting during the reception process or just freely sitting down. The ticketing area is an area for purchasing tickets when there is an event
- The convention hall is a space as a place to accommodate types of large-scale meeting activities.
- The exhibition hall is a space as a place to accommodate types of exhibition activities such as product exhibitions, work exhibitions, and others on either a small or large scale.
- Meeting / Conferences Room is a space provided to accommodate both small and medium-scale group meeting activities.
- A cafeteria is an area provided for relaxing and waiting or enjoying cafe meals in the area near the main lobby. It is a place or building that is commercially organized, which provides good services to all consumers in terms of foods and beverages.



**Fig. 3.** The design of the side lobby.



**Fig. 4.** The design of the cafeteria.



**Fig. 5.** Exhibition Hall.

#### 4. Conclusion

The Semarang batik theme's design in the form of *asem* motif has a historical value of Semarang city. The motif-containing *asem* form is applied to space-forming and space-filling elements through the transformations of form and philosophy. The application of local culture in the form of batik motifs to the interior gives and brings back memories; thus, the selection of local cultural themes is following the interior style applied to this design, namely the postmodern style, which contains historical characteristics, the form follows emotion, displays local cultural memories in the form of interior design among the society in this modern era. The application of themes and styles presents an interior following the current era development and accommodates every activity according to its function but still concerns the surrounding environment. This design is expected to be a model to be applied in urban planning development related to convention centers that accommodate exhibition and meeting facilities.

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