

# DESIGN OF BOUTIQUE HOTEL IN LAKE SIOMBAK TOURISM AREA WITH INSTAGRAMABLE RECREATION FACILITIES

Achmad Delianur Nasution<sup>1</sup>, Nabila Chairani\*<sup>1</sup>

<sup>1</sup>Architecture Department, Faculty of Engineering, Universitas Sumatera Utara  
Jl. Perpustakaan , Gedung J07, Medan 20155, Indonesia  
\*Email: [nabilachairani99@gmail.com](mailto:nabilachairani99@gmail.com)

Submitted October 14<sup>th</sup>, 2021. Received in revision July 20<sup>th</sup>, 2022  
Accepted September 19<sup>th</sup>, 2022. Available online September 30<sup>th</sup>, 2022

## Abstract

*Tourism is the largest foreign exchange-producing sector in Indonesia, while the most developed is natural tourism. Lake Siombak is a nature-based tourism in Medan Marelan District which is currently growing because of its considerable potential in the future. However, based on BPS data from the Medan Marelan District (2019), there are no lodging facilities in tourist areas in Medan Marelan. Even though these facilities can improve tourism services, especially for tourists from outside the region, especially if the facilities are modern and Instagramable. For that, what are the criteria for Instagramable tourism facilities? And how to design and apply the criteria for Instagramable tourism facilities into the design of Boutique Hotels in the Lake Siombak tourist area?. The method used to answer the design questions uses qualitative analysis methods in the form of observations, interviews and literature. So the result is a Boutique Hotel design with Instagramable architecture which has a unique building design with a Lake Siombak landscape which is a plus for this boutique hotel and is equipped with recreational facilities such as swimming pools, outdoor dining areas, playgrounds, piers and many photo spot areas that can be used as background for taking selfies of visitors.*

**Keywords:** *designing, boutique hotel, Lake Siombak, recreation facilities, instagramable*

## INTRODUCTION

Tourism has an important role in Indonesia's development in addition to the oil and gas sector (Mukhsin, 2016). Lake Siombak is one of the tourist attractions in North Sumatra (RDTR, 2015-2035). Currently, Lake Siombak is the destination of choice for local and foreign tourists (Nasution, et al, 2020). Which is quite crowded with tourists, especially when the holidays arrive, both from young people and adults (Sirungkir, et al, 2020).

However, Lake Siombak does not yet have lodging facilities to facilitate tourists who come far from outside the area (BPS Medan Marelan 2019). For this reason, accommodation facilities are needed. The type of boutique hotel was chosen because of its attractiveness to support the needs of tourist destinations in the process of developing the potential of the regional

tourism sector that has characteristics, characteristics, and is able to compete with other types of hotels in general. Especially if the facilities are modern and Instagramable so that they can attract visitors to come and travel at this Boutique Hotel (Devitasari, 2014).

This is in line with the rise of the era of social media, especially Instagram. Changes in lifestyle in this modern era make people want something different (Mulawarman, 2017). Instagrammable lodging can be an attraction for tourists in choosing a place to stay in a tourist area.

It has the advantage of research that has been done previously because it discusses issues that are being discussed a lot by the community, namely the incorporation of the issue of tourism support facilities in a tourist area that is developing and Instagramable which is the current attraction of the community.

For that, what are the criteria for Instagramable tourist facilities? And how to design and apply the criteria for Instagramable tourism facilities into the design of a Boutique Hotel in the Lake Siombak tourist area?

## METHOD

The method used to answer design questions uses qualitative analysis methods. The research phase begins with the method of collecting data into two types, namely primary data and secondary data.

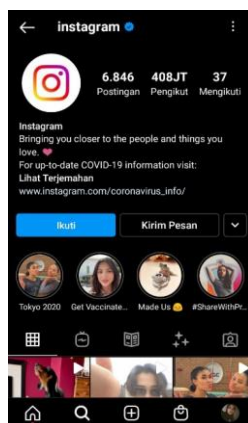
### Primary Data

Primary data is the result of a survey in the form of project locations adjusted to the topic of discussion, reviewing government regulations for land use structures, zoning, environment and site analysis around, accessibility, site area, site potential, utilities, to customs around the site.

### Secondary Data

Secondary data from library book data, scientific journals, and comparative studies to obtain physical and non-physical data from project designs with discussion topics to solve design problems to produce designs in accordance with the designed design concept. So that the basic concept of designing this Boutique Hotel was born by interpreting the application of Instagramable Architecture with unique, interesting and not monotonous characteristics.

## DISCUSSION



**Figure 1.** Instagram Platform  
source: @instagram

## Instagram Platform

Instagram is one of the most widely used social media platforms in the world (Junawan & Nurdin, 2020). was founded by Kevin Systrom and Mike Krieger on October 6, 2010. Its development center is located in San Francisco which records more than 5 million photos uploaded and a total of 150 million active users (Pradiatiningtyas, 2016).

The term Instagram itself comes from the understanding and overall function of this application. The word "insta" comes from the word instant like a polaroid camera which at that time was called "instant photo", while the word "gram" comes from the word telegram, which telegram itself works to send information quickly to others.

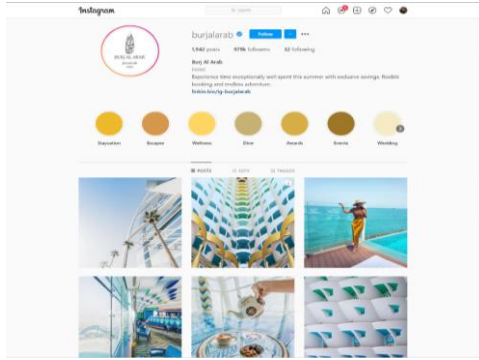
The way the social system works on Instagram is by becoming a follower of other Instagram user accounts. Which then automatically establishes communication between fellow users by simply giving a "like" sign and commenting on photos or videos that have been uploaded by other Instagram users. The most important element to find out whether the uploaded photo or video will become a popular photo or not is the number of followers or followers.

The features or menus on Instagram are as follows:

- a. *Home Page*
- b. *Like and Comment*
- c. *Explore*
- d. *Profil*

### The Role of Instagram As a Promotional Media

Currently, many Instagram users use Instagram as a means to promote tourist attractions, hotel facilities and so on (Kurnianto, 2020). This means that communication in the form of photos, if packaged creatively and innovatively, will be a very important factor in attracting the attention of consumers (Indika & Cindy, 2017). So many hotels at home and abroad have their own Instagram accounts for hotel promotions (Wadesa & M. Husein, 2020). The luxury hotel Instagram account which is claimed to have the largest number of followers in the world is the Burj Al Arab Hotel located in Dubai which has 979,000 followers.



**Figure 2.** Burj Al Aran Hotel Instagram  
source: @burjalarab

It is emphasized that Instagram is only as a promotional tool that cannot be separated from how attractive the designs of the hotels being promoted are. Therefore, the term "*Instagramable*" emerged, especially in designs that have a lot of "likes" or are liked by many Instagram users.

### Architecture Instagramable

Instagram is a standard word from English, namely Instagram and Able. These words have their own meaning and significance. Instagram means social media, while able is able, skilled, and able. So when put together these words become the term "*instagramable*", which means something that is appropriate and worthy to be displayed on social media, especially Instagram (Zein & Aldrian, 2018).

There are several statements regarding the notion of Instagramable taken from the results of interviews that are considered the most credible (Putra, et al, 2019) :

- Lie Anthony, S.Ds. : a new standard that was formed by itself due to differences in the types of posts that can be measured from the visual quality that allows people to determine which ones are good and which are not. Posts that are considered above average and close to good will be considered "instagramable".
- Tjen Esther, S.Ds. : something unique, different and gives a new touch to a visual, not something completely plain. Usually depicted with visuals filled with props, fashion, and aesthetic style. Usually immortalized with photography and videography techniques that are quite capable so that "instagramable" results appear.

Instagramable in architectural design can be interpreted and refers to the visualization of designs that have its own charm when users take selfies which are then uploaded to their personal social media accounts, especially Instagram. That architectural form is a visual characteristic of a building design that provides an elemental identity that is different from other buildings and is unique (Yupardi & I Kadek, 2019). When designing an architectural form that is instagramable, unique and aesthetic, there are several important factors to consider, namely:

1. *Shape*, which is where the building rests on the surface configuration and every corner (edge) of a three-dimensional object.
2. *Colors and textures* that are clearly visible and related to the material, which can change the sensitivity of the shape of the given space.
3. *Composition* that relates changes in the building's mass, the proportion of the building with one another and with the whole building, as well as the rhythm that arises from the process of repeating architectural elements.
4. *The lighting* conditions in which the building can be seen

Therefore, the design of an Instagramable lodging facility design in building design is very important and can be a consideration that must be seriously considered by architects. From the literature study on the previous page, it can also be concluded that the design criteria with the theme "Instagramable Architecture" are as follows :

1. Can be applied to all forms and design categories
2. All building designs that have unique, attractive, aesthetic, "point of interest" design characteristics that are the main concern of a design
3. The design concept is fresh and not rigid, not boring and not monotonous
4. The application of design principles and elements such as shape, rhythm, composition, color, size, position, to lighting
5. An aesthetic design but still prioritizes the function and resilience of the building itself

So it can be said that Instagramable Architecture is a design/work that is unique,

new, cool, luxurious, not monotonous, and creative both in terms of selection and play of the shape of the building mass, material, texture, etc., as long as it is still within the norms of society. And it deserves to be immortalized by using qualified photography or videography techniques to be shared in visual form in the form of photos or videos on the Instagram platform repeatedly which allows many people to like it.

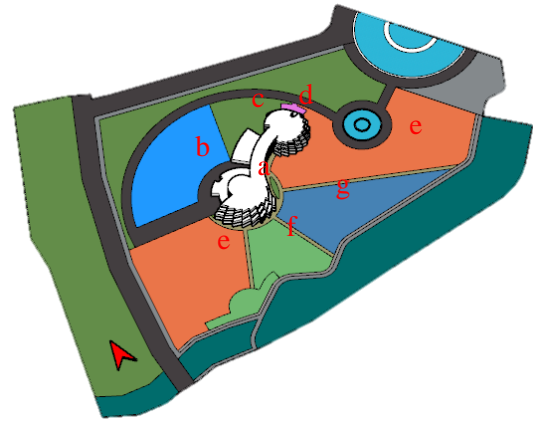
## DESIGN RESULT

The application of the basic concept with the theme of instagramable architecture in this boutique hotel building adopts the surrounding environment which is surrounded by lakes (water) and green plants in the form of mangrove trees. Where this boutique hotel building is required to be able to take advantage of the lake that is around the design site location. Apart from being a lodging function, boutique hotels are equipped with instagramable recreational facilities that can be visited by tourists as well as areas that take advantage of or see the natural potential around the site.

The following are the points of problem solving based on the themes adopted in the design of this boutique hotel, which are as follows:

- Use of laminated glass which aims to minimize the sun's heat entering the boutique hotel building, so that the use of air conditioning can be minimized and users feel comfortable while inside the building
- The glass material used can also save the use of light, especially during the day
- The use of a green garden/roof garden in some parts of the building, to minimize heat absorption in the building.

### Outdoor Zooning



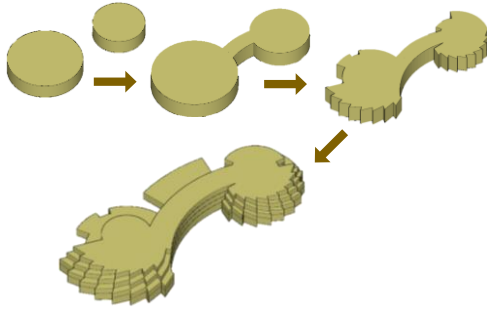
**Figure 3.** Outdoor Zoning of Boutique Hotel  
source: personal data, 2021

Outdoor zoning is divided into several functions, each of which has been analyzed in the site analysis, so that in general it has been zoned as shown below :

- Boutique Hotel Area
- Parking Area
- Green Open Space
- Loading Dock & Employee Parking
- Recreation & Playground Area
- Outdoor Dining
- Swimming Pool

### The Concept of Mass and Expression

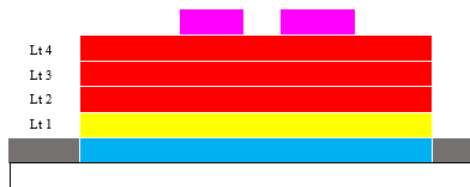
The concept of the design period that is formed is a transformation of the basic circular shape adopted from an abstract formation that makes an asymmetrical pattern, thus creating a non-monotonous shape with the game of the mass form. In addition to determining the design details, the designer also observes the environmental conditions around the site. The benefit is that it responds directly to the surrounding conditions. Where at the site design location is around a lake (water) which is dynamic. So in accordance with the instagramable architectural theme where the unique building formation with a game of shapes, textures, sizes that are not monotonous is a form that tends to be liked by most people.



**Figure 4.** Transformation of the shape of the building mass  
source: personal data, 2021

### Interior Layout Concept

The spatial concept on the groundplan floor is a public area where on that floor there is a hotel lobby area, waiting area, ATM Center, Food and Beverage and other recreational facilities such as sports at the Gym center and spa.



**Figure 5.** Interior Layout Concept  
source: personal data, 2021

On the basement floor apart from parking there is also a service area. The first floor is a public area including hotel lobby, restaurant, function hall, recreational facilities such as spa, gym etc. While floors 2 to 4 are residential rooms/room units consisting of 3 types of rooms, namely Standard (26 rooms), Superior (28 rooms), Deluxe (27 rooms).

### Indoor Atmosphere

- Lobby  
The lobby is an important space that must be available in the design of a boutique hotel, to provide initial service to hotel residents.



**Figure 6 .** Boutique Hotel Lobby  
source: personal data, 2021

- Lobby Waiting Room  
The lobby waiting room is on the 1st floor next to the boutique hotel lobby.



**Figure 7.** Boutique Hotel Lobby Waiting Room  
source: personal data, 2021

- Hotel Room  
Here is one of the room atmospheres in the Lake Siombak Boutique Hotel.



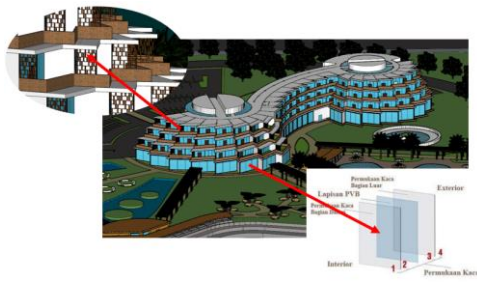
**Figure 8.** Boutique Hotel Room  
source: personal data, 2021

- Spa Room  
Here is the atmosphere of the room in one of the spa rooms, namely the spa treatment room.



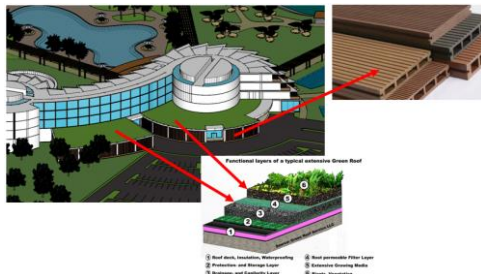
**Figure 9.** Boutique Hotel Spa Room  
source: personal data, 2021

### Material Used



**Figure 10.** Material sun shading & laminated glass  
source: personal data, 2021

- The use of sun shading in the western part of the building is used so that the afternoon sun can be minimized
- Laminated glass is storm and earthquake resistant as well as bullet proof
- Can reduce ultraviolet radiation up to 99% and reduce noise and heat resistance
- Minimize solar heat entering the building



**Figure 11.** Material WPC & Green Roof  
source: personal data, 2021

- WPC (Wood Plastic Composite) is a wood substitute material with 30% HDPE plastic seeds, 10% environmentally friendly chemicals and 60% wood powder
- There is the use of a green garden/roof garden in some parts of the roof the building which has the widest surface, to minimize heat absorption in the building

#### Instagramable Outdoor Photo Spots

Because it is a boutique hotel building with an instagramable theme that has instagramable recreational facilities, the main building becomes an interesting thing for tourists as a background for taking selfies, as well as recreational facilities as a support for the main building.



**Figure 12.** Instagramable Photo Spot Keyplan A  
source: personal data, 2021



**Figure 13.** Instagramable Photo Spot A  
source: personal data, 2021

Besides being able to take pictures in the site area, hotel visitors and tourists can also take pictures from the pier which is specially designed so that in every corner it produces different photo spots.



**Figure 14.** Instagramable Photo Spot Keyplan B  
source: personal data, 2021



**Figure 15.** Instagramable Photo Spot B  
source : personal data, 2021

The following is a photo spot taken from the hotel room balcony. The photos taken also have different angles in each room.



**Figure 16.** Instagramable Photo Spot  
Keyplan C  
source : personal data, 2021



**Figure 17.** Instagramable Photo Spot C  
source : personal data, 2021

Here is a perspective from the boutique hotel building on Lake Siombak.



**Figure 18.** Perspektif Eksterior Boutique Hotel source: personal data, 2021



**Figure 19.** Perspektif Eksterior Boutique Hotel source: personal data, 2021

## CONCLUSION

From the literature study that has been studied, it can be concluded that there are 5 Instagramable architectural design criteria, namely:

1. Can be applied in all forms and design categories
2. All building designs that have unique, attractive, aesthetic, "point of interest" design characteristics that are the main concern of a design
3. The design concept is fresh and not rigid, not boring and not monotonous
4. The application of design principles and elements such as shape, rhythm, composition, color, size, position, to lighting
5. Aesthetic design but still using the function and durability of the building itself

From these 5 criteria, the design of the Boutique Hotel building is made with a circular basic shape made zigzag and the steps are getting higher and smaller, which aims to maximize the view to Lake Siombak. It has recreational facilities such as a swimming pool, outdoor dining room overlooking the lake, dock area, garden, green open space, parking, and of course many Instagramable photo spots. As for the facilities in this boutique hotel building,

such as the lobby, atm center, gym area, food and beverage, spa, laundry, ballroom, and others. So from the design criteria that have been applied in the design, making this boutique hotel one of the modern and instagramable lodging facilities in the natural tourist area of Lake Siombak.

### Acknowledgment

In writing this research, I am aware that there are still many shortcomings and really hope for input in the form of constructive criticism and suggestions. And hope that this essay can be used as a useful learning material for readers.

I also thank my supervisor, Mr. Achmad Delianur Nasution, who has guided me in the writing process, as well as to those who have given me support so that I can finish this paper.

### References

- Mukhsin, Dadan. (2016). Strategi Pengembangan Kawasan Pariwisata Gunung Galunggung. *Jurnal Perencanaan Wilayah dan Kota*. Vol. 14 No. 1 Hal 2
- RDTR dan Peraturan Zonasi Kota Medan Tahun 2015-2035.
- Nasution, Ahmad D., MHD Anshori., Nabila Chairani., Khairiza Sakina., Yuda A.T. (2020). Peningkatan Kualitas Hidup Perkotaan Melalui Perancangan Kawasan Pariwisata Terpadu Berkelanjutan. *Jurnal Talenta Conference Series*
- Situngkir, Biliater., Zulkifli Lubis., Abdul Kadir. (2020). Peluang Pelaksanaan Manajemen Kolaborasi Dalam Pengembangan Kawasan Situs Kota Cina Sebagai Potensi Pariwisata di Kota Medan. *Jurnal Perspektif*. 9 (2) (2020):151
- Kecamatan Medan Marelan Dalam Angka 2019. Bada Pusat Statistik Kota Medan
- Devitasari, Citra. (2014). Hotel Butik di Kabupaten Kubu Raya. *Jurnal Online Mahasiswa Arsitektur Tanjungpura*. Vol. 2, No. 2. Hal 2
- Mulawarman., Aldila Dyas Nurfitri. (2017). Perilaku Pengguna Media Sosial beserta Implikasinya Ditinjau dari Perspektif Psikologi Sosial Terapan. *Jurnal UGM Buletin Psikologi*. Vol. 25, No. 1, 36-44
- Junawan, Hendra., Nurdin Laugu. (2020). Eksistensi Media Sosial, *Youtube, Instagram* dan *Whatsapp* Ditengah Pandemi Covid-19 Dikalangan Masyarakat Virtual Indonesia. *Jurnal Ilmu Perpustakaan dan Informasi*. Vol. 4, No. 1, 50-51.
- Pradiatiningtyas, Diah. (2016). Peran Instagram Dalam Menarik Minat Wisatawan Berkunjung Ke Objek Wisata Yogyakarta. *Jurnal Khasanah Ilmu*. Vol. 7 No. 2
- Kurnianto, Yeri Tri. (2020). Pemanfaatan Media Sosial Instagram Sebagai Media Promosi Pemasaran Minuman Di Banjarmasin. *Jurnal UNIKA*.
- Indika, Deru R., Cindy Jovita. (2017). Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen. *Jurnal Bisnis Terapan*. Vol. 01, No. 01, Hal. 1-8.
- Wadesa, Martin., M. Husein Fahmi (2020). Pemanfaatan Instagram Sebagai Media Promosi Hotel Grand Keisha. *Jurnal Prosiding Hubungan Masyarakat*. Vol. 6, No. 1, Hal. 1-5.
- Zein, Anastasha Oktavia Sati., Aldrian Agusta Rachim. (2018). Tinjauan *Café Instagramable* Pada *One Eighty Coffee Bandung*. *Jurnal ATRAT*. Vol. 6, No. 3. Hal. 1-8.
- Putra, Albertus Adi., Adi Santosa., Poppy Firtatwentyna Nilasari. (2019). Kajian Perbandingan Kenyamanan Ruang Desain Interior kafe yang *Instagramable* di Surabaya. *Jurnal Intra*. Vol. 7 No. 2 (2019) 933-941
- Yupardhi, Toddy Hendrawan., I Kadek Dwi Noorwatha. (2019). Studi Preferensi Tampilan Estetik dan Kreatif Interior Tempat Kuliner Untuk Generasi Milenial. *Seminar Nasional Sandyakala 2019*