

**UNIVERSITI TEKNOLOGI MARA
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INTERIOR ARCHITECTURE DEPARTMENT**

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By

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Titled

**PROPOSED NEW INTERIOR DESIGN SCHEME OF SAKIZA VIEW HOTEL FOR SAKIZA INDAH VIEW AT 211,
212 & 213, JALAN ISKANDAR SHAH, 32200 LUMUT, PERAK**

accepted in partial fulfilment of the requirement for the award of the Diploma in Interior Design

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ABSTRACT

The final project for the student of Diploma in Interior Design is a manifestation towards the student's knowledge about the whole aspect on interior design that had been learnt from basic to the final presentation on the proposed design. The project that had been chosen for the final project is to propose a new interior design scheme for Sakiza View Hotel situated at Lot 211,212 & 213, Jalan Iskandar Shah, 32200 Lumut, Perak Darul Ridzuan. This proposed budget hotel is to attract tourist, mostly for those who come to Lumut for traveling and holiday, at the same time to promote the Johor's character seems that the client portray the image of Johor's dance strong element in heritage, horse trance. The target market also for the local, that come to Lumut and have to stay with family that comes for holiday, this budget hotel range services are suit for the anyone budget, that are from all ages and classes that are concern about their satisfied and services provided, not forgetting to find those who are interested in trying a Johor-based budget hotel treatment.

Concept and image that had been chosen not only must be suitable with the clients as both of it would reflect the client itself, but at the same time it would give a positive impact and to increase the faith in the customers and the workers in Sakiza View Hotel. Sequence to that, the chosen character design for Sakiza View Hotel is based on Johor's popular dance; horse trance dance, goes all the way with the client's needs as they want the budget hotel have the Johor modern look and at the same time would attract the customers with different image that they would only get in Sakiza View Hotel. Before getting a desired design that is suitable with the client's needs, some data analysis should be done where these analysis is on types of customers to attend the to the hotel, types of services offered, spaces to be concluded in the proposed area, nature of business and information about other budget hotel that use the same system in management, as the proposed hotel. Some of the gained information of the study is through interviews, printed media, internet, observation, and through the result from the case study either locally or internationally.

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CHAPTER 1.0

INTRODUCTION

1.1 INTRODUCTION

This report is the coursework for course INA396, Project Research and Report is to fulfil the department's requirement for obtaining Diploma in Interior Design, Universiti Teknologi MARA. This course is a comprehensive practice on the art of Interior Design, where at this stage the students have to prepare a design scheme based on analysis and observations on some issues or problems that they encounter while dealing with the design process. This Project Report is a report on a proposed new design scheme of Sakiza View Hotel for Diploma in Interior Design's final project. This is important as to propose a new interior design scheme on the client's needs and on the current issues based on the crisis observation.

Sakiza View Hotel was born four months ago as a budget hotel at Taman Setia Tropika, Johor Bahru. Based on client's, Sakiza View Hotel is the only one budget hotel at Setia Tropika, so no wonder Sakiza View Hotel is very well-known among Singaporean and tourist around Asia besides local citizen. Sakiza View Hotel has provided variety of service under one roof which is full of standard requirement for comfort accommodation, furthermore they provide the cafe and laundry services. Sakiza View Hotel at Setia Tropika has no concept and specific image, so the client wants to open the second branch around the tourism area that consist the specific concept and reflected image. There are various types of hotel, Sakiza View Hotel is under a category of budget hotel, which means the place that provides the guest room service and basically meals for public, at the same time they just need to pay the lower price depends to their money planning.