

ABSTRAK

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Program Studi : Arsitektur
Judul : “*Convention* Hotel Di Jl. Pantai Indah Kawasan Ancol Dengan Pendekatan Arsitektur Modern Kontemporer.”

Pengembangan kawasan pesisir Ancol sebagai destinasi wisata dan bisnis terpadu masih menghadapi keterbatasan kapasitas fasilitas MICE (Meetings, Incentives, Conferences, and Exhibitions) serta akomodasi hotel berstandar internasional. Perancangan ini bertujuan mewujudkan *Convention* Hotel bintang lima di Kawasan Pantai Indah, Ancol, yang mampu mengintegrasikan fungsi hotel dan konvensi sekaligus merespons karakter lingkungan pesisir melalui pendekatan arsitektur modern kontemporer. Metode perancangan dilakukan melalui studi literatur, analisis tapak, studi banding, dan perumusan konsep ruang, struktur, serta sistem bangunan. Hasil perancangan menunjukkan bahwa isu utama tapak meliputi kerentanan banjir rob, kelembapan tinggi, kebisingan, dan paparan angin laut, sementara potensi terbesar terdapat pada orientasi view ke Laut Jawa dan aksesibilitas kawasan. Strategi desain diterapkan melalui peninggian elevasi lantai dasar, pengaturan zonasi publik–semi publik–privat yang jelas, optimalisasi pencahayaan dan penghawaan alami, penerapan sistem HVAC terintegrasi, serta pemilihan material tahan korosi yang dipadukan dengan konsep green building. Perancangan menghasilkan rancangan *Convention* Hotel yang memenuhi standar pelayanan bintang lima, mendukung aktivitas MICE secara efektif, menciptakan pengalaman ruang yang mewah dan nyaman, serta berkontribusi pada penguatan citra Ancol sebagai destinasi wisata bisnis berkelas internasional.

Kata Kunci : *convention* hotel, MICE, Ancol, modern kontemporer, keberlanjutan.

ABSTRACT

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The development of the Ancol coastal area as an integrated tourism and business destination still faces limitations in the capacity of MICE (Meetings, Incentives, Conferences, and Exhibitions) facilities and internationally standardized hotel accommodations. This design project aims to develop a five-star convention hotel in the Pantai Indah area of Ancol that integrates hotel and convention functions while responding to the characteristics of the coastal environment through a modern-contemporary architectural approach. The design method involves literature study, site analysis, benchmarking, and the formulation of spatial, structural, and building-system concepts. The results indicate that the main site issues include tidal flooding, high humidity, noise, and exposure to sea winds, while the greatest potential lies in its orientation toward views of the Java Sea and strong accessibility. Design strategies are implemented through elevation of the ground floor, clear zoning of public–semi-public–private areas, optimization of natural lighting and ventilation, integrated HVAC systems, and the use of corrosion-resistant materials combined with green-building principles. The final design produces a convention hotel that meets five-star service standards, supports MICE activities effectively, offers luxurious and comfortable spatial experiences, and strengthens Ancol's image as an international-class business tourism destination.

Keywords: convention hotel, MICE, Ancol, modern-contemporary architecture, sustainability.