

**PERENCANAAN DAN PERANCANGAN
HOTEL RESOR PANTAI BALANGAN, BALI**

Dengan menerapkan tema arsitektur kontemporer Bali,
melalui pendekatan Metafora

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ABSTRAK

Sektor pariwisata merupakan salah satu sektor andalan dalam menyumbang devisa bagi Indonesia, terutama Provinsi Bali. Berdasarkan data PDRB (Produk Domestik Regional Bruto) Provinsi Bali lebih banyak bergantung pada sektor perdagangan, hotel dan restoran yang erat kaitannya dengan sektor pariwisata. Hal tersebut mengakibatkan naiknya jumlah wisatawan dan tingkat penghunian kamar hotel (TPK) setiap tahunnya.

Selain belum terpenuhinya kebutuhan tempat menginap wisatawan, kondisi eksisting kawasan pariwisata di kabupaten Badung khususnya Pantai Balangan, belum memenuhi standar rancang arsitektur yang kontekstual dengan keadaan lingkungan, potensi budaya dan masyarakat sekitar. Perencanaan dan perancangan Hotel Resort Pantai Balangan, Bali ini menerapkan tema Arsitektur Kontemporer Bali, dengan pendekatan Metafora, diharapkan dapat menjadi solusi akan kebutuhan akomodasi kamar hotel di provinsi Bali, khususnya Kabupaten Badung. Sehingga dengan adanya Hotel Resort Pantai Balangan mampu mereduksi kurangnya fasilitas kamar hotel dan juga mengoptimalkan potensi alam, potensi budaya dan potensi masyarakat sekitar.

Kata Kunci: Hotel Resort, Kontemporer, Bali

PLANNING AND DESIGNING
BALANGAN BEACH RESORT HOTEL, BALI

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ABSTRACT

The tourism sector is one of the main sectors in contributing foreign exchange for Indonesia, especially Bali Province. Based on data of GRDP (Gross Regional Domestic Product) Bali Province depends mainly on trade sector, hotel and restaurant which are closely related to tourism sector. This resulted in the increasing number of tourists and the occupancy rate of hotel rooms (TPK) every year.

In addition of insufficient place for tourist to stay, the existing condition of tourism in Badung district, especially Balangan Beach, has not met the standards of architectural design that is contextual with the state of the environment, cultural potential and the surrounding community.

The planning and design of Balangan Beach Resort Hotel, Bali is implementing the theme of Balinese Contemporary Architecture, with Metaphor approach, its expected to be a solution to the needs of hotel room accommodation in Bali province, especially Badung regency. So with the Hotel Resort Balangan Beach is able to reduce the lack of hotel room facilities and also optimize the potential of nature, cultural potential and potential of the surrounding community.

Keyword: Resort Hotel, Contemporer, Bali

