

**ROLE OF COLOR TO SUPPORT THE ACHIEVEMENT
OF RELAXATION IN BUSSINES HOTEL
(CASE STUDIES OF BUSINESS HOTEL IN SEMARANG)**

Thesis

Compiled in order to Fuldill the Requirements of
Master of Architecture Engineering

By

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STATEMENT

I hereby state that this thesis does not contain any published work to obtain any degree in any university. As far as I am aware of, there is also no work or statement written or published by other authors, unless stated otherwise and recorded in the bibliography. If there are any forms of duplication and/or plagiarism found in this thesis from another thesis/institution, I am willing to receive sanctions of degree cancellation and I am willing to give up the title of Master of Architecture Engineering responsibly.

Semarang, July 2015

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“Learn from the Past, Enjoy the Present, Plan for the Future”

Katakanlah, Allah menyelamatkan kamu dari pada bencana itu dan
darimacam kesusahan

﷧ Al – an’am: 64

Seorang mukmin itu seluruh perkara dalam hidupnya bernilai positif
Apabila ia mendapat kemudahan, maka ia bersyukur. Itu baik baginya
Apabila ia ditimpa kesulitan, maka ia bersabar. Itupun juga baik baginya.

﷧ Hadist

Whatever you are, be a good one

﷧ Abraham Lincoln

Life is like riding a bicycle - in order to keep your balance, you must keep
moving

﷧ Albert Einstein

**Keindahan adalah keindahan akhlaq, kecantikan adalah kecantikan
perilaku, dan kecerdasan adalah kecerdasan akal.**

﷧ RV

This thesis is dedicated to

My Parents, and my family, for making believe that there is no limit when it come
to my dream.

ABSTRAK

Semarang sebagai pusat bisnis dan pariwisata di Jawa Tengah memberikan kesempatan bagi investor untuk berinvestasi di Semarang. Akhir-akhir ini bisnis perhotelan di Kota Semarang menunjukkan prospek cerah. Hal ini dapat dilihat dari meningkatnya jumlah wisatawan yang menginap di hotel. Salah satu alasannya adalah bahwa banyak kegiatan seperti pertemuan yang diselenggarakan oleh instansi pemerintah, baik lokal maupun nasional, yang diselenggarakan di kota Semarang. Tujuan dari penelitian ini adalah: untuk mengungkapkan bagaimana warna mempengaruhi dalam penciptaan relaksasi di hotel bisnis di Semarang.

Sampel penelitian ini adalah responden yang menginap di hotel bisnis yaitu yang menggunakan warna dingin dan hotel warna hangat di Semarang. Total kuesioner didistribusikan adalah 120 tapi ada beberapa kuesioner tidak mengisi lengkap sehingga kuesioner dapat digunakan dalam penelitian ini hanya 90 kuesioner untuk data analisis dalam penelitian ini. Metode analisis yang digunakan adalah analisis deskriptif.

Berdasarkan hasil dan analisis, kesimpulan dalam penelitian ini adalah: (1) Warna hangat dan dingin memiliki peran yang sama dalam menciptakan relaksasi di hotel. (2) Alasan mengapa warna hangat menciptakan bersantai adalah karena indah, itu adalah tenang, yang kecerahan, cheerfull dan menarik. Alasan mengapa warna keren buat santai yang karena segar, romantis, cahaya, indah, sejuk dan membuat rileks, menakjubkan dan mempengaruhi suasana hati

Kata Kunci: peran warna, relaksasi, hotel bisnis.

ABSTRACT

Semarang as a business and tourism hub in Central Java provides an opportunity for investors to invest in Semarang. Lately the hospitality business in the city of Semarang show bright prospects. It can be seen from the increasing number of tourists who stay at the hotel. One reason is that many activities such as meetings held by government agencies, both local and national, held in the city of Semarang. The aim of this study is: to reveal how colors influence in creation of relaxation in business hotel in Semarang.

The research sample is directed to the hotel using a cool color and a warm color hotel in Semarang. The total questionnaires distributed is 120 but there is some questionnaires not fill in complete so the questionnaires can be used in this research only 90 questionnaires for the analysis data in this research. The method analysis used is descriptive analysis.

Based on the result and analysis, the conclusion in this research are:
(1) The warm and cool color have the same role in creating relaxation in hotel.
(2) The reason why warm color create relax are because it is beautiful, it is calm, its brightness, cheerfull and attractive. The reason why cool color create relax are because it is fresh, romantic, light, beautiful, cool and make relax, amazing and affecting mood

Keywords: role of color, relaxation, business hotel.

FOREWORD

Bismillahirrahmaanirrahiim

Assalaamu'alaikumwr.wb.

Alhamdulillahirrahmaanirrahiim, praise and gratitude to the most Merciful Allah Ta'ala, for blessing the writer in finishing this Thesis entitled

ROLE OF COLOR TO SUPPORT THE ACHIEVEMENT OF RELAXATION IN BUSSINES HOTEL IN SEMARANG .

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CHAPTER I

INTRODUCTION

1.1. Background

Semarang city is the capital of the province of Central Java, Indonesia, as well as the fifth largest metropolitan city in Indonesia after Jakarta, Surabaya, Bandung and Medan. As one of the most developed cities in Java, whether economic, trade, services, industry and tourism as well as being interland in Central Java. Semarang City can play a role in the international sphere. The more organized relations with other countries open up the opportunity for foreign tourists who are aiming to do business in investing in Semarang.

The development of increasingly rapid development in Semarang City can be seen from the slogan "Visit Central Java in 2013" and "Welcome Tourism Semarang" bring positive impact to the development of tourism. Many malls are the main attraction for tourists who will visit the city of Semarang. But behind the development of the tourism sector of the city of Semarang as historic buildings travel, family travel, culinary tourism, religious tourism and nature tourism which is also in demand as an alternative and domestic tourist arrivals in the city of Semarang.

Semarang as a business and tourism hub in Central Java provides an opportunity for investors to invest in Semarang. Lately the hospitality business in the city of Semarang show bright prospects. It can be seen from the increasing number of

tourists who stay at the hotel. One reason is that many activities such as meetings held by government agencies, both local and national, held in the city of Semarang. In addition, other supporting factor is the increasing status of Ahmad Yani airport into an international airport, thus stimulating in the number of hotels in Semarang.

Based on data from the Indonesian Hotel and Restaurant Association (PHRI) In 2014 there were 37 hotels in Semarang ranging from one star hotel there are nine hotels, there are ten two-star hotels, three star hotel there are ten hotels, four star hotel there are three hotels, and hotels there are five five-star hotels, all manifold City hotel because it was in the middle of the city. Of all the star hotels average occupancy rate is 65% one star, two star hotel is 75%, three-star hotel is 75%, the hotel is 55% four star and five star hotels was 55%. Because the high occupancies of three stars hotel so these hotels or business hotel in the main focus for this research.

Based on the results of the initial survey, most bussiness hotels in Semarang still minimal facilities and do not apply the importance of the implementation of color for visitors. Meanwhile, the main function of the hotel is as a means to meet the needs of guests as a temporary residence for much of the place of origin. So guests also need to feel comfort and relax during their stay at the hotel. While it is very difficult to relax the need for comfort and color based on the implementation of the room. Therefore it is important to conduct study in the role of color to support the achievement of relaxation in business hotel in Semarang.

Based on the background of the study above, the aim of this study is to study the Role of Color to Support the Achievement of Relaxation in Bussiness Hotel.

1.2. Aim of the study

The aim of this study is to study the role of color to support the achievement of relaxation in bussiness hotel in Semarang.

1.3. Research Benefit

The benefit of this study are:

- a. Business hotels in Semarang can be applied as more information about role of color in interior design.
- b. To the academic writing, this research can be as the references in the future research with the same topic.

1.4. Scope of the Research

Substantial scope in this study there is the application of color to the hotel to create a feeling of relax for visitors.

Territorial scope covers the rooms in a hotel, such as: quest hotel, Ibis budget Hotel, Santika Premier Hotel, Amaris Hotel, Ibis Semarang Hotel Pandanaran Budget Hotel, Crowne Plaza Hotel.

1.5.Outline of Report

This research is organized into five chapters in the following order:

- CHAPTER I : INTRODUCTION. This chapter is an introductory section that contains the background of the issues, Aim of the study, benefit of research, scope of the research and writing systematic.
- CHAPTER II : LITERATURE REVIEW. This chapter describes the theory used as a basic reference for the theory of research.
- CHAPTER III : RESEARCH METHOD. This chapter describes the methodology research, that are object of the study, research data sources, methods of data collection and analysis methods for research.
- CHAPTER IV : RESULTS AND ANALYSIS. This chapter describes the research object descriptions which are used, and the analysis.
- CHAPTER V : DISCUSSION. This chapter of the discussion based on the result in the field.
- CHAPTER VI : CONCLUSION. This chapter of the conclusion is contains about suggestions that may be useful to the parties concerned and other research.

CHAPTER II

LITERATURE STUDY

2.1. Hotels

2.1.1. Definition

Hotel is a commercial establishment providing lodging, meals, and other guest services. In general, to be called a hotel, an establishment must have a minimum of six letting bedrooms, at least three of which must have attached (ensuite) private bathroom facilities. Although hotels are classified into 'Star' categories (1-Star to 5-Star), there is no standard method of assigning these ratings, and compliance with customary requirements is voluntary. A hotel with a certain rating, for example, is may look very different from another country hotel with the same rating, and would provide a different level of amenities, range of facilities, and quality of service. Whereas hotel chains assure uniform standards throughout, non-chain hotels (even within the same country) may not agree on the same standards.

In Germany, for example, only about 30 percent of the hotels choose to comply with the provisions of the rules established by the German Hotels & Restaurants association. Although both WTO and ISO have been trying to persuade hotels to agree on some minimum requirements as world-wide norms, the entire membership of the Paris-based International Hotel & Restaurant (IH&RA) opposes any such move. According to IH&RA (2014), to harmonize hotel

classification based on a single grading (which is uniform across national boundaries) would be an undesirable and impossible task. As a rough guide:

1. 1-Star hotel provides a limited range of amenities and services, but adheres to a high standard of facility-wide cleanliness.
2. 2-Star hotel provides good accommodation and better equipped bedrooms, each with a telephone and attached private bathroom.
3. 3-Star hotel has more spacious rooms and adds high-class decorations and furnishings and color TV. It also offers one or more bars or lounges.
4. 4-Star hotel is much more comfortable and larger, and provides excellent cuisine (tabled 'hotel and a la carte), room service, and other amenities.
5. 5-Star hotel offers most luxurious premises, widest range of guest services, as well as swimming pool and sport and exercise facilities.

The Official Hotel Guide (published in the US, and followed world wide) has its own classification scheme that ranks hotels in nine categories as (1) Moderate Tourist Class, (2) Tourist Class, (3) Superior Tourist Class, (4) Moderate First Class, (5) Limited Service First Class, (6) First Class, (7) Moderate Deluxe, (8) Deluxe, and (9) Superior Deluxe (IH&RA, 2014).

A hotel is an establishment that provides lodging paid on a short-term basis. Facilities provided may range from a basic bed and storage for clothing, to luxury features like en-suite bathrooms. Larger hotels may provide additional guest facilities such as a swimming pool, business center, childcare, conference facilities and social function services. Hotel rooms are usually numbered (or named in some smaller

hotels and B&Bs) to allow guests to identify their room. Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan, capsule hotels provide a minimized amount of room space and shared facilities (Donald, 1994).

2.1.2. Type of Hotel

Types of hotel operations vary in size, function, and cost. Most hotels and large hospitality company that operates in a predetermined widely accepted industry standards to classify the type of room. General categories include (Lundberg, 1994):

1. Upscale luxury

Luxury hotels and upscale full service facility offering upscale luxury amenities, full-service accommodations, on-site full service restaurant (s), and the highest level of personal and professional service. Luxury hotels are usually classified with at least the status Four Diamond or Five Diamond or Four or Five Star rating depends on the state and local classification standards.

2. Full service

Full-service hotel has a full service facilities with large volumes upscale full-service accommodations, on-site full service restaurant (s), and on-site facilities such as the swimming pool, health club, children's activities, ballroom, conference facilities on site, and Other facilities.

3. Lodging and historic boutique hotel

Smaller boutique hotels in non-branded independent often contain top-class facilities of various sizes in unique or intimate settings with full service accommodations. Several historic inns and boutique hotels can be classified as a luxury hotel.

4. Focused service or select

Focused-service hotel is a hotel type Small to medium. Hotel which offers a limited amount of on-site facilities and only serve specific demographic market tourists, such as the single business travelers. Most hotels focused service or select may still offer full service accommodation but perhaps less sports facilities such as an on-site restaurant or pool.

5. Economic and limited

Hotel with limited economic and type, including small and medium-type hotel. Hotel which offers a very limited number of facilities in place and often only offer basic accommodation with little or no service, these facilities are usually only serve a specific demographic market and tourists, such as the budget-minded search for "no-frills" tourist accommodation. Hotel limited often lack a restaurant on the premises but in return can offer food and beverages such as ease of limited breakfast service in place.

6. Extended stay

Extended stay hotel with a hotel-type small and medium-sized hotel that offers full service accommodations long term compared to traditional hotels. Extended stay hotels usually offer prices of non-traditional methods such as the weekly rate that cater toward tourists in need of short-term accommodation for a period of time. Similar to a limited and select service hotel, where facilities are usually limited and largely extended stay hotel is less a restaurant on the premises.

7. Timeshare and destination clubs

Timeshare and destination clubs are a form of property ownership also known as vacation ownership involving the purchase and ownership of individual units of accommodation for seasonal use during a specific time period. Timeshare resorts often offer similar facilities of a full service hotel with on-site (s), swimming pool, recreation field, and other sports-oriented facilities. Club destination on the other side may offer more exclusive private accommodation such as private homes in a neighborhood setting style.

8. Motel

Motel is a low-rise hotel. This type of small hotel similar to a limited service hotel, but with direct access to their rooms from the car park. Common during the 1950s and 1960s, the motel often located adjacent to the main road, where they were built on cheap land on the edge of town or along the roadway.

Construction motel rarely as economy hotel chain has built a limited franchise property at the exit of the freeway that compete for the most part the same client, most of saturating the market with the 1990s. They are still useful in a less

populated area to tourists driving, but more populated areas become more hotels fill needs. Many motels are still in operation have joined the national franchise chain, rebranding themselves as hotels, inns or lodgings.

2.1.3. Function Interior Design

Interior design function is to ensure that every aspect of the interior environment has efficiency for the user. A good working relationship between the user and the designer will help achieve this goal. Each type of facility presents an unique functional requirements, which in turn will affect the selection of finishing materials and furnishings. It is important for designers to investigate all aspects of these needs through user. Such facilities must meet the needs of everyone, especially the need to feel good about one's environment. The responsibility of the design team is to provide the facilities that encourage productivity and job satisfaction. The interior is designed to be able to provide an environment that contributes to achievement in the workplace and increase tension in there creation facilities.

Ransely and Ingram (2004) defines the design through the following statement: "*The design combines planning, drawing and setting properties, and the operationalization of the project design process from idea to image and reality*" Design is a very powerful tool to manipulate and influence the behavior of customer experience and satisfaction. However, the design is very subjective perception and depends on the individual and different tastes, styles, and trends. It is important for

designers to know the framework, conditions, and every standard of design elements branded before the planning process begins. (Ransley and Ingram, 2004).

Especially for a chain hotel property, the designer must understand that "the commercial purpose of the design process should maximize capital investment and financial benefits of the owner, not to meet the designer artistic sensibility". (Ransley and Ingram, 2004) However, this approach has changed a bit, because the boutique and design hotels emphasis on the individual, specific, and artistic design. Of course, the budget is a problem that is indispensable in the design process every type of hotel property.

Successful hotel chains tend to have more budget for the design of the hotel; However, a more standard approach was welcomed at the property. Wealthy individual owners usually focus on a more luxurious design approach, while the independent nature usually have less budget available (Bowie and Buttle, 2004). Budget needs to be defined before starting the design process, because it is an important and vital task for any hotel property. In addition to the budget, the most important aspect when creating the design of the hotel is to focus on the needs and desires of customers. Prioritizing customer perspective will lead to financial success because of customer acceptance and repeat purchase behavior (Ransely and Ingram, 2004). It can be concluded that the designer is limited in three main areas: the location and site considerations (such as space, the environment, the type of place, development constraints), the market and the requirements of Operators (facilities, mode of use, policies company, as far as standardization), and third, the cost and time

(the level of sophistication, limit costs, investment criteria, program requirements). A successful designer though, is able to develop solutions despite the many obstacles that may occur (Lawson, 2007; Ransley and Ingram, 2004).

One important factor in the design of the interior is color. An element of confusion that accompanies experienced attempts to introduce the color appears in many cases of ignorance of the physical properties of color, and their relationship with and reactions to the values established in the architectonic design. The main difficulties present themselves in practice can be organized into two main groups. The first concerns the selection of goods color application architecture may advantageously be made. The second includes the formulation of color techniques; in addition to dealing with the planning of color in decorative shapes, and the contour conformation and support for color acceptance, involves the answer to the question whether the architectural polychromy should include gradation of tone or limited to a uniform tone.

2.1.4. Facilities of Hotel

Facilities are available physical resources before a service can offered to consumers (Tjiptono, 2002), while according to Sulastiyono (2006) the facility is providing equipment - the physical equipment to provide convenience to guests in carrying out the activity, so it needs of guests can be met during a stay at hotel. All existing facilities are facilities condition, completeness, interior and exterior design as well as the cleanliness of the facility must be considered particularly closely

associated with what is perceived or obtained consumers directly. Customers must be satisfied, because if not satisfied will leave the company and become a competitor's customers. This will lead to a decrease in sales and in turn will reduce earnings. The facility is a facility provided by the hotel. Basically, this facility is a factor that determines the choice of people to live or stay in a particular hotel.

2.1.5. Facility Services

According Tjiptono (2004) there are some elements that need to be considered in determining the facility services, namely:

1. Consideration or partial planning

Aspects such as proportion, texture, color, and others need to be considered, combined, and was developed for fishing intellectual and emotional response from the user or viewer.

2. The designer of space

These elements include the interior design and architecture such as the placement of the furniture and fixtures in the room, the design flow of circulation and others such as the placement of meeting to consider in addition to its capacity, it is also worth noting the placement of furniture or fixtures.

3. Equipment or furniture

Serves as a means of protective equipment valuables, as a sign of welcome for consumers.

4. Lighting

Noteworthy in lighting is color type and nature of activities undertaken in the room as well as the desired atmosphere.

5. Color

Color can be used to improve efficiency, create the impression of relaxed, as well as reduce the accident rate. Colors are used for interior facilities needs services associated with the emotional effects of the selected color

6. The messages conveyed graphically

An important aspect related to this element is the visual appearance, placement, selection of the physical form, the selection of colors, lighting and election forms the appearance of symbols or marks are used for a particular purpose. The facilities in the hotel (Sulastiyono, 2006) is a bedroom with all the equipment, restaurant / cafe with supporters, additional facilities (sports or entertainment facilities), and others.

2.2. Color

2.2.1. Definition of Color

Color is one of the variables that have been shown to induce a feeling of relaxation. Each of the three dimensions associated with the color has been shown to affect the feeling of relaxation. The dimensions of color, which is a dimension that has been the focus of both academic and industrial research (Bellizzi and Hite 1983; Gorn et al 2004; Jacobs et al 1974). That describes the color temperature of the light

source color clear is usually expressed in terms of how warm or cold light that is considered (Rea, 1999). Correlated color temperature (CCT) describe the appearance of the color of the light source is measured by degrees Kelvin (K) (Gordon, 2003). Light with an orange-yellow appearance is considered a warm light and has a rating of 3500K CCT or less. Typically, said incandescent lamp warm white light because it emphasizes the long end of the spectrum, with a "warm" red orange color tones. Conversely, light with a white appearance is considered a neutral light and has a rating between 3500K and 4000K CCT. Light with a blue-white appearance is considered a mild cold and has a CCT of 4000K or higher. White fluorescent light source said cold because that is dominated by the short end of the spectrum, the "cool" green through blue color tone (Gordon, 2003).

The brightness is the result of interaction between the level of illumination and reflectance. Brightness require interior designers to consider all the factors that influence this phenomenon, including the subjective response, situational context, the attributes of personal vision, light sources, directional quality, simultaneous contrast, and characteristics of the design elements. The level of light or illumination falling on the surface can be measured in foot-candles or lux. A foot-candle (fc) is a unit of illumination equal to the amount of light falling on the surface within a radius of one foot from the source. The lux (lx) is an international system unit lighting unit and luminous emittance. It is used in photometry as a measure of the intensity of the light hitting or passing clear surface. This is analogous to the radiometric unit watts per

square meter, but with the power at each wavelength weighted by the luminosity function, a standard model of human brightness perception (Winchip 2008).

The perception of color and brightness adjustment is the result of interpretation of the physiological reactions of the brain lit settings (Steffy, 2008). Some researchers have conducted a study to determine the influence of ambient light conditions in the mood and human behavior. Heerwagen and Heerwagen (1986) states that light can affect physiological functions, as well as mood, energy, and behavior. Baron, et. al. (1992) shows certain lighting conditions cause positive effects, improving cognitive function, and improve social behavior. Findings Baron et al. (1992) consistent with other studies addressing the effects of positive behavior resulting from bright light. But studies show experimental evidence about the psychological effects of lighting and failed to find a direct effect of light on mood and the performance of a variety of cognitive tasks (Boray, Gifford, & Rosenblood, 1989; Veitch, Gifford, & Hine, 1991). Despite this debate, Flynn, et. al. (1977) states that the lighting conditions do more than provide the required level of illumination for the performance of duties. In this context, designing functional lighting to improve user performance and to meet the physical and psychological needs of users is a very important issue for interior designers.

Based on research that has been done Pae (2009) on the effects of lighting at consumer's emotional condition, preferences and behavioral intentions in which all subjects have limited knowledge of lighting and screened for color blindness before participating in this study. The study says that the subject of Americans prefer a hotel

room with low intensity lighting and warm colors are the most while the Korean group was given a hotel room with high intensity lighting and warm colors as the most preferred one, participants with dim lighting perceived as more arousing than lighting bright while Korean participants evaluated bright lighting as more arousing than dim lighting. Based on that research shows a positive relationship between pleasure and preferences, subjects from the US said that the dim lighting conditions make them would recommend guests to their friends, while participants responded Korea under bright lighting conditions that they will stay longer in the room. Gorn et al. (2004) predicts that the effect of color can affect the feelings of relaxation. In a series of experiments, has been done by manipulating the dimensions of hue, value, and chroma colors to encourage a more or less relaxed feeling. The results showed that for each dimension of color to encourage a greater sense of relax. As with color, it also causes a variation in the rate of relaxation. Recent research shows that not only affects the color of feeling but also has consequences for the evaluation of the user and the possibility they recommend to others.

Excellent summaries of the physiological and psychological effects of color are provided by Bellize and Hite (1992). Physiologically, red or “warm” colors tend to excite, leading to higher blood pressure, higher respiratory rates, eyeblink frequency, and greater hand tremor and so on, while blue or “cool” colors have the opposite effects. Psychologically, red or “warm” colors elated mood states, activity, vitality, anxiety and so on, while blue or “cool” colors have the opposite effects.

In the literature on the effects of color on purchase related phenomena, color has been operationalized in diverse ways. So, the operationalization of the color construct is discussed first, and then the effects of color. There are two aspects to the operationalization of color. One is the choice of the specific colors chosen to reflect the color construct. Some studies have chosen multiple colors over the complete color spectrum, while others have used colors from the two ends of the spectral range. For instance, Valdez and Mehrabian (1994) used red, yellow, green, blue and purple. In contrast, other studies chose colors from distant locations on the spectral range, i.e., a “cool” color such as blue or green is compared to a “warm” color as orange or red. For example, Nakshian (1964) examined behavior in green or red surroundings, and Gorn et al (2004) compared responses to blue and yellow in one experiment and to blue and red in another.

The second aspect of operationalizing color is the representation of color to the subject. At one extreme is the scenario basis, in which subjects are provided textual descriptions of a store with certain characteristics, one of which is color, and asked to visualize the store and respond on the basis of the visualization (Babin, et al., 2003). A second approach that has been used is to spell the color, i.e., write out the words, blue, white, red and so on. This approach has been used when empirically establishing individual preferences for color. Others have used colored swatches of paper or swatches of silk. With respect to studies in atmospheric, color has been operationalized by painting walls or using colored fabric panels for the background.

Another operationalization technique is to use the bulbs which emitted the light of the color of choice.

Color temperature which describes the apparent color of a light source is typically expressed in terms of how warm or cool the light is perceived to be (Rea, 2000). Correlated color temperature (CCT) describes the color appearance of a light source measured by degrees Kelvin (K) (Gordon, 2003). Light with an orange-yellow appearance is considered warm light and has a CCT rating of 3500K or less. Typically, incandescent light is said to be warm white light because it emphasizes the long end of the spectrum, with “warm” color tones orange through red. In contrast, light with a white appearance is considered neutral light and has a CCT rating between 3500K and 4000K. Light with a blue-white appearance is considered cool light and has a CCT of 4000K or higher. Fluorescent light is said to be a cool white source due to its being dominated by the short end of the spectrum, with “cool” color tones of green through blue (Gordon, 2003).

Technically, brightness is the result of the interaction between an illumination level and reflectance. Successfully dealing with brightness requires an interior designer to consider all the factors that affect this phenomenon, including subjective responses, the context of the situation, personal vision attributes, light sources, directional qualities, simultaneous contrast, and characteristics of elements of the design. The light level or illuminance that falls on a surface can be measured in foot-candles or lux. A foot-candle (fc) is a unit of illuminance equal to the amount of light that falls on a surface within a one-foot radius of the source. The lux (lx) is the

international system of units unit of illuminance and luminous emittance. It is used in photometry as a measure of the apparent intensity of light hitting or passing through a surface. It is analogous to the radiometric unit watts per square meter, but with the power at each wavelength weighted according to the luminosity function, a standardized model of human brightness perception (Winchip, 2008).

Perceptions of lighted settings are the result of the brain's interpretation of physiological reactions to those lighted settings (Steffy, 2008). Several researchers have conducted studies to determine the influence of environmental light conditions on human's mood and behavior. Heerwagen and Heerwagen (1986) stated that light can affect physiological functioning, as well as mood, energy, and behavior. Baron, Rea, and Daniels (1992) indicated specific lighting conditions elicit positive effects, improve cognitive function, and increase social behaviors. The findings of Baron et al. were consistent with other research addressing the positive behavioral effects resulting from bright light. Yet studies suggesting experimental evidence on psychological effects of lighting are few (Baron, Rea, & Daniels, 1992; Gifford, 1988) and have failed to find direct effects of light on mood (Baron et al., 1992) and on performance of various cognitive tasks (Boray, Gifford, & Rosenblood, 1989; Veitch, Gifford, & Hine, 1991).

2.2.2. Warm and Cool Color

The distinction between warm and cool colors has been important since at least the late 18th century. It is generally not remarked in modern color science or

colorimetry in reference to painting, but is still used in design practices today. The contrast, as traced by etymologies, seems related to the observed contrast in landscape light, between the "warm" colors associated with daylight or sunset and the "cool" colors associated with a gray or overcast day. Warm colors are often said to be hues from red through yellow, browns and tans included; cool colors are often said to be the hues from blue green through blue violet, most grays included. There is historical disagreement about the colors that anchor the polarity, but 19th-century sources put the peak contrast between red orange and greenish blue.

Color theory has described perceptual and psychological effects to this contrast. Warm colors are said to advance or appear more active in a painting, while cool colors tend to recede; used in interior design or fashion, warm colors are said to arouse or stimulate the viewer, while cool colors calm and relax. Most of these effects, to the extent they are real, can be attributed to the higher saturation and lighter value of warm pigments in contrast to cool pigments. Thus, brown is a dark, unsaturated warm color that few people think of as visually active or psychologically arousing.

Contrast the traditional warm-cool association of color with the color temperature of a theoretical radiating black body, where the association of color with temperature is reversed. For instance, the hottest stars radiate blue light (i.e., with shorter wavelength and higher frequency) and the coolest radiate red.



Fig. 2.1. Color Scheme

Source: Bellizzi an Hite, 1992

Warm Color include red, orange, yellow, and variations of the three colors. Warm color is the color of fire, leaves in autumn, the sun rises and sets, and generally showed the energy, passion, and positive.

Red and yellow are both primary colors, with orange fall in the middle, which means warm color is the color of which were really warm and not created by combining a warm color with a cool color.

1. Red Colour

Improving human metabolism, increases respiration rate, and raises blood pressure. Associated with fire, violence, and war. Has a very high visibility. Showed courage. Stimulate people to make quick decisions. Evoke erotic feelings (red lips, red nails, red light district, 'Lady in Red', etc.). Indicate danger (high voltage signs,

traffic lights), Found in many national flags. In history: the devil and god associated with Asmara. In China: the color of prosperity and happiness, is used to attract good luck. In Eastern cultures: worn by brides on their wedding day. In South Africa: the color of mourning, communism, AIDS awareness. In the design: can be a strong accent color. Light version: more nuanced energetic. dark shades: become more powerful and elegant. Dark red + white and gray: elegant and professional. Red Light: joy, sexuality, passion, sensitivity, and love. Pink: signifies romance, love, and friendship. Dark red: is associated with passion, desire, anger, leadership, courage, longing, malice, and wrath. Brown: shows the stability and demonstrate masculine qualities. Reddish brown: is associated with harvest and autumn.

2. Orange Colour (Secondary Color)

Orange is the color that is very vibrant and energetic. associated with the earth and autumn. Associated with health and vitality. In the design: considered more friendly and inviting. Dark orange: deception and distrust. Red-orange: desire, sexual arousal, pleasure, domination, aggression, and thirst for action. Gold: lighting, wisdom, wealth and high quality.

3. Yellow Colour (Primary Colors)

Yellow is the color of sunshine. It is associated with joy, happiness, intellect, and energy. Produce heating effects, evoke cheerfulness, stimulates mental activity, and generates muscle energy. Often associated with food, yellow and black: issued a warning. Show honor, loyalty, and cowardly. Draw attention / Dull (dingy), caution, decay, sickness, and jealousy, intellect, freshness, and joy associated with happiness

and sunshine. Associated with fraud and a coward. Associated with hope. Associated with danger, although not as strong as red. In Egypt: the color of mourning. In Japan: courage. In India: color for traders. In the design Yellow light: giving a sense of happiness and joy. Yellow soft: gender-neutral color for babies (not blue or pink) and children. Yellow Light: providing quieter feelings (happiness) than the bright yellow. Dark yellow and golden yellow color: sometimes look antique.

Cool color include green, blue, and purple. Quieter than warm colors. Cool color is the color of the night, water, nature, and usually soothing, relaxing, and rather quiet. Blue is the only color in the spectrum of cold basis, which means that other colors are created by combining a blue color with warm colors (green and yellow to red to purple). Green took several attributes of yellow, purple and red take several attributes.

1. Green Colour (Secondary Color)

Green is the color that is very in touch with nature. Represent new beginnings and growth, signifies renewal and abundance, represent the feelings of envy or jealousy, and lack of experience, has much the same calming attributes such as blue, but also incorporates some yellow energy, symbolizes growth, harmony, freshness, and fertility, has great healing powers, demonstrate the stability and durability, indicate safety when advertising drugs and medical products, has strong emotional correspondence with safety.

In the design: have a balance, harmony effects, and very stable. Suitable for designs related to wealth, stability, renewal, and nature. Bright green: more energized

and excited. Olive green: more representative of nature. Dark green: prosperity, money. Dark green: ambition, greed jealousy. Green to yellow-brass: an indicator of disease, cowardice, discord, and jealousy. Olive green: the traditional color of peace.

2. Blue Colour (Primary Colors)

Serenity and responsibility, associated with peace, have spiritual and religious connotations in many cultures and traditions, trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven, slows human metabolism and produces a calming effect, symbolize piety and sincerity.

In the design: Blue light: fresh, relaxed, friendly, giving energy, health, healing, tranquility, understanding, and softness. Dark blue: depth, expertise, stability, knowledge, power, integrity, and seriousness. Dark blue: a more robust and reliable.

3. Purple Colour (Secondary Color)

Purple has long been associated with royalty. Purple is a combination of red and blue, and take some of the attributes of both, associated with creativity and imagination. In Thailand: the color of mourning for widows. Dark purple: wealth, luxury and royalty. Light purple: romantic. Purple light: spring, romance.

2.2.3. Color in Interior Design

Color is a variable that has been shown to elicit feelings of relaxation and is ubiquitous. Each of the three dimensions associated with a color has been shown to

affect feelings of relaxation. First is the hue dimension, which is the dimension that has been the focus of both academic and industry research (e.g., Bellizzi and Hite 1992; Gorn et al. 1997; Jacobs et al. 1991).

1. *Hue*. Hues (e.g., blue, yellow, red) are experienced as discrete psychological categories. Differences across hues are perceived as qualitative instead of as varying along a quantitative continuum (Abramov 1997). Although the existing research on color does not provide a theoretical rationale for exactly how a hue might affect feelings of relaxation, sufficient evidence exists to indicate that certain hues are more relaxing than others. In particular, an extensive body of research supports the premise that blue hues elicit relaxed feeling states (Gorn et al. 2004; Jacobs and Hustmyer 1974; Valdez and Mehrabian 1994). In contrast, yellow has been found to elicit less relaxed feeling states (Adams and Osgood 1973; Jacobs and Suess 1975). For example, using measures of galvanic skin response, Jacobs and Hustmyer (1974) show that blue is a more relaxing color than yellow or red. Batra, Urvashi, and Muhar (1998) report similar results. Using rating-scale measures of feelings, Gorn, et. al. (2004) show that red elicits more excitement and that blue elicits more relaxation.

2. *Chroma*. In contrast with hue, which is perceived in categories, chroma is a continuous dimension. It ranges from high to low pigmentation (saturation). By virtue of having more pigmentation, higher chroma colors are more vivid and stand out more than lower chroma colors. On the basis of this characteristic, Valdez and Mehrabian (1994) pre more arousing. It is expect that this should be

even more the case with computers, because colors on a computer screen appear to be more intense than colors in print because of the additional light source coming from the monitor. Golding and White (1997) suggest that because of this light, contrasts on the Web are far more intense than contrasts in noncomputer contexts. They further state that the “intense projected light is constantly tiring the cones.” As a result, higher-chroma colors, which already stand out more than lower-chroma colors, should appear to be even more intense on a computer screen. Thus, they should elicit less relaxed feeling states than lower-chroma colors.

3. *Value.* As is chroma, value is a continuous dimension. Lower-value colors have a blackish quality about them, as if the color black were mixed into the pigment; higher-value colors have a whitish or pastel quality about them, as if the color white were mixed into them. Research suggests that higher-value colors elicit greater feelings of relaxation than do lower-value colors. James and Domingos’s (1953) psychophysiological work suggests that white has a calming effect, because white light seems to produce the least amount of tension in the form of hand tremor. The students in classrooms lit with full-spectrum white light are calmer and less fidgety than students in classrooms with other lighting conditions. The effects of rooms painted in red or Baker-Miller pink, a higher-value color, on a person’s feelings of anxiety. As they hypothesized, the rooms painted in Baker-Miller pink induced calmness. Gornet. al. (1997) show that higher-value background colors in advertisements enhance feelings of relaxation. Valdez and

Mehrabian (1994) report similar results. It is subsequently describe the experiments that conducted.

Table 2.1. Psychologist effect of the color based on Fabber Birren and John F. Pile

Color	Psychologist Effect	
	Fabber Birren	John F. Pile
Red	Hot, exciting, energetic, strong	Hot, exciting and stimulating, attract attention
Orange	Joy, passion, energetic, strong	Similar to red color but in a longer intensity
Yellow	Happy, strong	Happy, humor
Green	Serenity, refreshing, peaceful, and build	Serenity, refreshing, peaceful, and build
Blue	Soft, melancholy, moody, quiet	Reassuring, calm, and dignity
Purple	Dignity, miserable, mystical	Artistic, subtlety, and sadness
Grey	-	Neutral colors, color that given the impression monotonous, hard/strong, and masculine.
White	Pure, clean, open, and healthy	Clean, open, and bright
Black	Sadly, death, depression	Dignity, heavy impression, formal

Source: Reznikoff, 1986

Most color research has studied single, bright, mono-chromatic colors with subjects having only limited exposure to color in an actual environment. The effects of interior colors would have differed substantially if had been tested for longer periods of time (Kwallek, 1997). Combination of colors forming a color scheme within the room might generate different results than what a single vivid color might generate. Furthermore, contrast of value, saturation, and the interrelationship of adjacent colors are what people perceive. Such color dimensions and their relationships within the environment may be more important than the color itself.

2.2.4. Hotel Lighting Design

Bitner (1992) stated that a hotel's physical environmental design plays an important role in customers' impression formation. Moreover, it is the most significant factor driving the hotel purchase decision and in creating value during a customer's stays (Dube and Renagham, 2000). Dube and Renagham maintained that the physical environment is one of the top attributes considered in the hotel purchase decision among hotel users and it creates value for the guests during their stay. In light of the importance of the physical property of a hotel and in conjunction with the concept of services capes, it is important that hotels pay closer attention to the physical settings. Hotel design should be considered part of the marketing mix because of its importance as a visual reference and distinguisher. They stressed that many of the messages that a hotel wishes to convey to their guests can be effectively communicated through their hotel's design.

According to McDonough et al. (2001), hotels are in the "business of memories"; therefore, hotel owners, architects and interior designers must work carefully to ensure a good and lasting memory for hotel guests. Rutes et al. (2001) argued that the guestroom and the guest bathroom have a more lasting impression on the lodging guest than any other single interior space – more than the lobby, the restaurants, or the function space. A single negative experience can keep a guest from returning to a hotel. This will not only deprive the hotel of that person's future patronage, but possibly the patronage of that person's friends and family.

Siguaw and Enz (1999) indicated that the architectural style of a hotel did have an impact on the profitability and success of the hotel. They believe that in order to provide a harmonious and comfortable environment where guests can feel like they are at home, hotels aim to adopt a “home-like style”. Design elements in hotel guestrooms that may help create this feeling include residential style lighting, furniture, and materials. Ultimately, a guestroom environment is a place where guests want to relax and rest. Therefore, hotel designers should understand the function or design of the hotel environment to fulfill a consumer’s desire to relax and rest. For instance, long-distance travelers can experience sleep deprivation because of changed circadian rhythms.

Winchip (2008) suggested that variable illumination levels and room-darkening window treatments in guestrooms can help users adjust to a new time zone. Currently, hotels designers are recognizing the specific needs of the target markets and identifying features and amenities that these groups most want and expect. According to Rutes and Adams (1985), the transient business person needs single accommodations, the convention and group markets need double-bed rooms, and the leisure market wants rooms to sleep two or more guests. Also, because each of these market groups uses the room differently, the designer must consider work and meeting functions in one case and family activities in another. The hotel industry is beginning to show an increased interest in lighting. This is due to both an increase in customer demand, particularly from women and business travelers, and new concerns

about rising energy costs (Colbert, 2001). Good lighting in a hotel can transform a dull interior into an exciting place and radically alter its mood from day to night.

2.3. Relaxation

2.3.1. Definition of Relaxation

Relaxation in psychology, is the emotional state of a living being, of low tension, in which there is an absence of arousal that could come from sources such as anger, anxiety, or fear. Relax is different with comfort. Relax is become or cause (something) become less tense, tight, or stiff, stop feeling nervous or worried, or spend time resting or doing something enjoyable especially after you have been doing work. Comfort is cause (someone) to feel less worried, upset, frightened. Relaxation is when the body and mind is free from tension and anxiety (Oxford, 2014). Relaxation is a form of mild ecstasy coming from the frontal lobe of the brain in which the backward cortex sends signals to the frontal cortex via a mild sedative. Relaxation helps improve coping with stress. Stress is the leading cause of mental problems and physical problems, therefore feeling relaxed is beneficial for a person's health. When we are stressed, the sympathetic nervous system is activated because we are in a fight-or-flight response mode; over time, this could have negative effects on a human body.

2.3.2. Benefit of Relaxation

The benefits of relaxation can be found in three main areas of an individual's health, including; mental, physical and physiological health. Being relaxed can do

positive things for someone's health from just elevating your mood to helping with insomnia (Wachholtz and Pargament, 2005). All of these things can help an individual live a happier and healthier life and may increase the longevity of one's life. There are not many draw backs of relaxation. It is an easy technique to understand and follow through with. Three categories that relaxation can help with are mental, physical, and physiological (Benson, 1993).

1. Mental

Mental health is very important and needs to be worked on every day. Relaxation can help with many impairments that can occur in one's mental health. There is a higher mood and lower anxiety in those who practice relaxation techniques (Pagnini, et. al., 2013). Those who are relaxed have much slower and clearer thought processes than those who are not relaxed; this can be shown on an EEG. It is well known that relaxation can help reduce stress. With reducing stress, a person can help reduce the negative things that stress can do to the body (Kenneth and Steve, 1988). Coping mechanisms are also improved with relaxation techniques in both mental and physical pain (Wachholtz and Pargament, 2005).

Sleep disorders are an area that can produce stress and mental health issues. Relaxation may help reduce insomnia in those who have sleeping disorders. Those with insomnia may even give up sleeping aids just by practicing relaxation techniques. Being off of unnecessary medication or sleep aids will help health as an over all. Even though relaxation cannot get rid of chronic diseases, it may help dull of

the symptoms one may have. Many cancer and AIDS patients are taught relaxation techniques (Benson, 1993).

2. Physical

Physical health is also something that needs to be worked on daily, whether it is exercise, healthy eating, or relaxation. Blood pressure, heart rate, and respiration rate will all decrease when one is relaxed. This means that a person's heart does not beat as fast and their breathing is shallow, helping one's body have time to rest. This will reduce the extra stress that these things can do to the body if they are over worked. Muscle tension will decrease. If one's muscle tension is decreased they are not burning up extra energy that they may need later in the day. Metabolism can also decrease; this is mostly seen in hibernation and sleep and that gives the body extra time to rest and focus on other aspect that it needs to (Benson, 1993). This could be seen as a good or bad thing, depending on the overall quality of health. People who practice relaxation have said to be able to tolerate pain better both mentally and physically (Wachholtz and Pargament, 2005).

3. Physiological

In regards to the nervous system, relaxation can also play a big role. An individual will go from active and alert, which is the sympathetic, to parasympathetic which is rest and digest (Kenneth and Steve, 1988). When they are relaxing, it gives the body time to catch up. A person does not need to worry about running, because they are sitting still and allowing “rest and digest”. Immune systems will increase

with increased relaxation which is why relaxation can be seen as part of treatment for AIDS and cancer patients (Benson, 1993).

2.3.3. Role of Color in Relaxation

Psychological research on color, as such, has concentrated on color preference (MeerumTerwogt&Hoeksma, 1995) or the relation between color and emotion or mood (Levy, 1984). Research on the relations between color and performance and color and mood has yielded mixed results. Knez (2001) found no main effects of the color of environmental light on mood or performance, Knez and Niedenthal (2008) found that performance in a video game was better when the game world was lit by warm (reddish) as opposed to cool (bluish) light. In Knez and Niedenthal's study the reddish light was rated as more pleasant, leading the authors to suggest that the difference in performance between the conditions may have been mediated by pleasantness.

Colors can relate to our emotions and feelings. The color blue is associated with comfort and security, orange is perceived as distressing and upsetting, yellow as cheerful, purple as dignified (Ballast 2002). The red color has positive and negative impressions such as active, strong, and passionate, but on the other hand aggressive, bloody, raging and intense. The green color has a retiring and relaxing effect. The green color also has positive and negative impressions such as quietness, naturalness, and conversely tiredness and guilt (Davey 1998, Linton 1999). In a study examining color-emotion associations, Boyatzis and Varghese (1994) found that light colors

(e.g., yellow, blue) are associated with positive emotions (e.g., happy, strong) and dark colors (e.g., black, gray) with negative emotions (e.g., sad, angry). Hemphill (1996) also found that bright colors elicited mainly positive emotional associations, while dark colors elicited negative emotional associations, confirming the results obtained by Boyatzis and Varghese (1994). However, Saito (1996) found that the color black elicited both negative and positive responses among Japanese subjects, and that black was often a preferred color among young people.

Individuals' responses to verbal labels of color (e.g., "red", "blue") instead of using actual color stimuli. Furthermore, several studies have used color-emotion matching tasks; matching colors (e.g., red, blue) to a certain number of emotions (e.g., happiness, sadness), which results in limited assessments of reactions to colors.

Few researchers have considered differences in individual responses to color and light. Individual differences in the ability to screen out irrelevant stimuli may interact with how different colors affect an individual's mood and performance. Researchers suggest individual differences in arousal response (i.e., an activated response to the environment that causes physiological changes) may be the central reason why individuals respond to the environment in a particular way (Mehrabian, 1976).

2.4. Summary

Hotel is a commercial establishment providing lodging, meals, and other guest services. In general, to be called a hotel, an establishment must have a

minimum of six letting bedrooms, at least three of which must have attached (ensuite) private bathroom facilities. There are some elements that need to be considered in determining the facility services, namely: consideration or partial planning, the designer of space, equipment or furniture, lighting, messages conveyed graphically, and color. Color is one of the variables that have been shown to induce a feeling of relaxation. Each of the three dimensions associated with the color has been shown to affect the feeling of relaxation. Relaxation in psychology, is the emotional state of a living being, of low tension, in which there is an absence of arousal that could come from sources such as anger, anxiety, or fear. The benefits of relaxation can be found in three main areas of an individual's health, including; mental, physical and physiological health. Being relaxed can do positive things for someone's health from just elevating your mood to helping with insomnia. Psychological research on color, as such, has concentrated on color preference or the relation between color and emotion or mood. Colors can relate to our emotions and feelings. The color blue is associated with comfort and security, orange is perceived as distressing and upsetting, yellow as cheerful, purple as dignified. The red color has positive and negative impressions such as active, strong, and passionate, but on the other hand aggressive, bloody, raging and intense. The green color has a retiring and relaxing effect. The green color also has positive and negative impressions such as quietness, naturalness, and conversely tiredness and guilt.

Based on the description above, so in this research will divided into two kind of color, that is warm color (red, yellow, orange) and cool color (blue, green, violet or purple).

CHAPTER III METHODOLOGY

3.1. Research Approach

Based on the formulation and purpose in this study, which is to formulate the concept of reason and the use of color in the interior of the hotel to create a feeling of relax, then this is the kind of research including qualitative research for the purpose of this research is to develop a theoretical outline of field conditions and illustrates the fact that complex about the concept and application of the use of color in the interior of the hotel to create a feeling of relax, and the factors that influence it.

In this kind of research, the researcher makes a complex picture, examining the words, detail report of the views of respondents and conduct studies on the natural situation (Creswell, 1998). Qualitative research in general can be used for research on the life of society, history, behavior, functionalization organizations, social activity, and others. Moleong (2007) suggested that qualitative methodology is a research procedure that produces descriptive data in the form of words written or spoken of people and observed behavior.

Qualitative research has five kinds of characters, namely the researcher as the primary instrument went straight to the source of the data, the data collected tend to form words rather than numbers, researcher further emphasize the process, not solely on the results, researchers conducted inductive analysis tends to express the meaning

of situation observed, proximity researcher with the respondent is very important in the study.

This study uses a case study because it is in discussion to explain, interpret and learn about the implementation of the colors to create a relaxed feeling which is part of the architectural concept. The researchers studied the importance of the implementation of color to create a feeling of relaxation through observation/direct observation and interviews with participants in the field.

3.2. Data Collection Technique

Data sources and types of data consisting of words and actions, written sources, photos and statistics. In addition there is a source of data that is not at issue here as a non-verbal (Moleong, 2007). In accordance with the type of qualitative research with ethnographic approach, the data collection techniques used were observation, interviews, and document analysis, the need for thorough and comprehensive study.

3.2.1. Observation

Observation is a research technique that is very important. Observation was used for a variety of reasons. In this observational study was conducted to capture the phenomenon of relaxation on the implementation of the use of color in the hotel. Observations do with research tools such as: paper, stationery and drawing, cameras and tape recorders. In conducting field observations that the selection is specified key areas in Semarang which uses a cool color and a warm color. Then record the visual

image as a material to assist in the description of the problem is caught and assist in the analysis of the problem.

3.2.2. Interview

An interview is a conversation with a purpose. Conversation conducted two parties, namely the interviewer who asked questions and interviewees who provide answers to questions (Moleong, 2007).

Notice interview with interviewer capacity, ethics, and language adapted to the resource, in order to obtain the information needed to support the observation data. Interviews were conducted with respondents guests staying at the hotel. The respondents were given a list of questions to support the field observation data that will generate research purposes.

3.3. Location of the Research

The location of research is the city of Semarang, the capital of Central Java province. The boundaries of the city of Semarang is as follows:

North Boundary : Java Sea

East Boundary : Demak

South boundary : Semarang District

West Boundary : Kendal



Fig. 3.1. Map of Central Java
 (Source: Dinas Cipta Karya dan Tata Ruang Prov. Jawa Tengah, 2015)

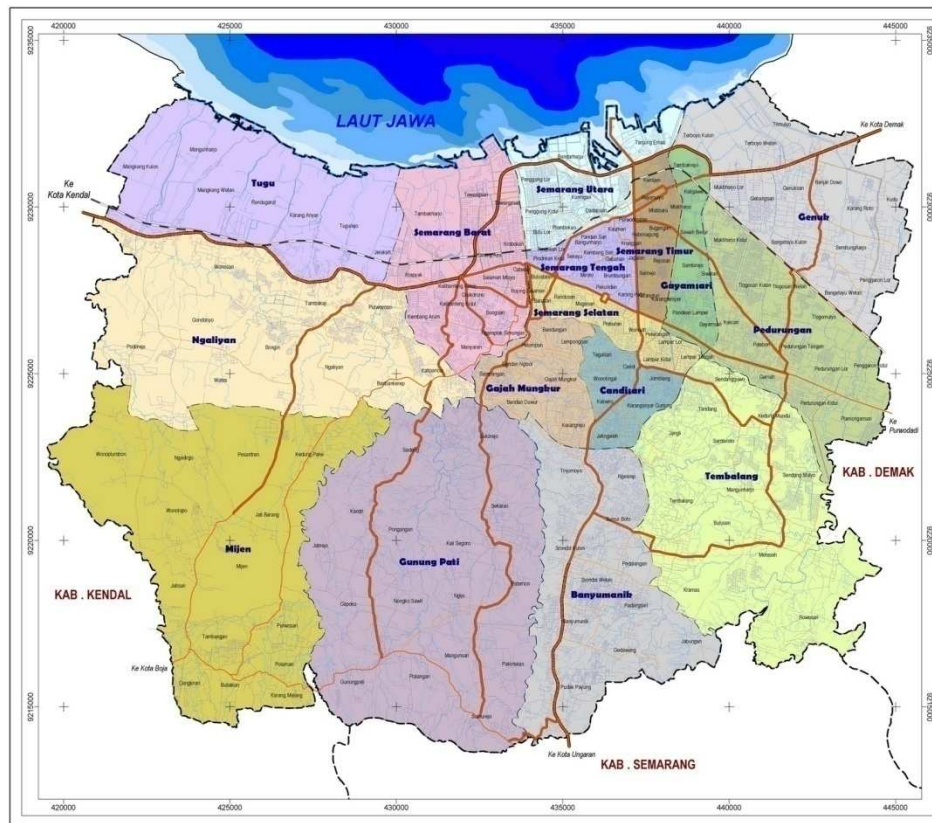


Fig. 3.2. Map of Semarang
 (Source: Dinas Cipta Karya dan Tata Ruang Prov. Jawa Tengah, 2015)

CHAPTER IV DATA

4.1. Data Collection Technique

Data sources and types of data consisting of words and actions, written sources, photos and statistics. In addition there is a source of data that is not at issue here as a non-verbal (Moleong, 2007). In accordance with the type of qualitative research with ethnographic approach, the data collection techniques used were observation, interviews, and document analysis, the need for thorough and comprehensive study.

4.2. Data Collection Method (Case Study)

In the study sample selection technique used non-probability sampling is a technique that is not based on a statistical formula, but rather the subjective judgment by the researchers based on the range and depth of the problem under study. The characteristics of qualitative determination of the participants is the low number, non-representative, is determined based on the theory, and purposive. In qualitative research, the sampling procedure (Sarantakos, 1993), consisting of the following characteristics:

1. Directed not to the large sample size, but the typical case in accordance with the specificity of the research problem

2. Not rigidly defined from the beginning, but can be changed both in the amount and character of the sample in accordance with the evolving conceptual understanding.
3. Not directed at the representation (in terms of number / random event) but a match context.

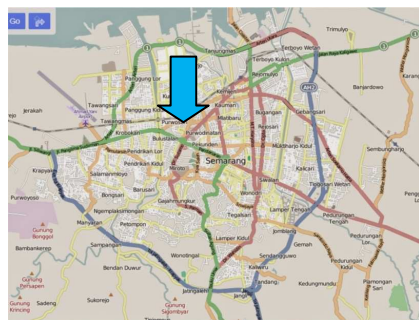
In addition, participants taking these considerations are appropriate and represent the issues examined where in determining the sample to be studied based on the selection criteria for some samples that the object of the research is the hotel that uses color and warm color cool color in Semarang.

The case study is directed to the hotel using a cool color and a warm color according to the theory that the two color will have different psychological effect to the human. The location of the sample can be seen in the image below:

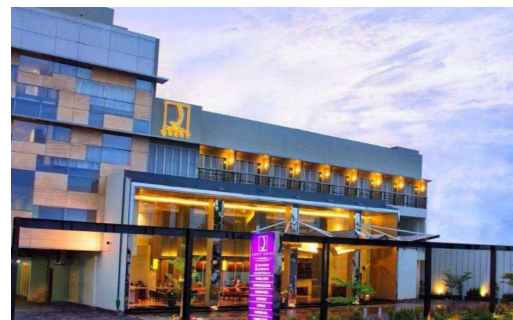
1. Cool Color
 - a. Quest Hotel (Hotel with purple room color)

Location :Plampitan street No. 37 – 39

Figure 4.1. Quest Hotel



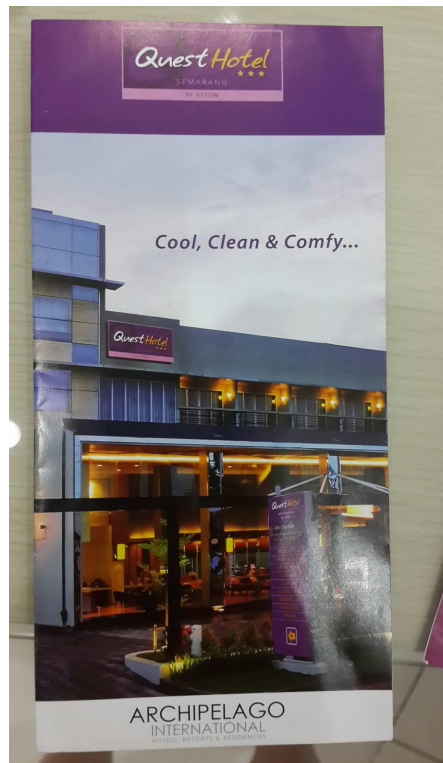
Source: Open Street Map, 2015



Source: Field survey, 2015



Source: Field survey, 2015

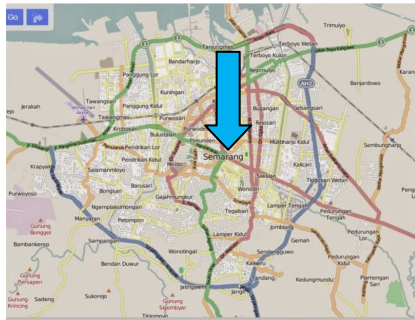


Source: Field survey, 2015

c. **Santika Premier Semarang (Hotel with blue room color)**

Location: Pandanaran No. 116-120 Semarang

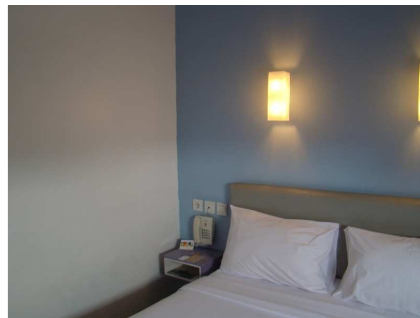
Figure 4.3. Santika Premier Hotel



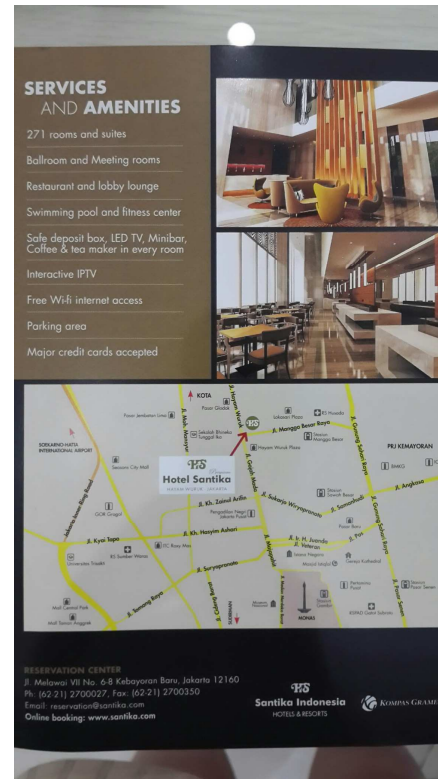
Source: Open StreetMap, 2015



Source: Field survey, 2015



Source: Field survey, 2015



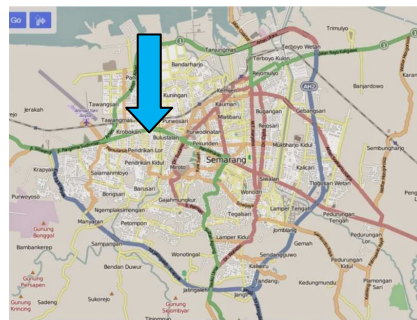
Source: Field survey, 2015

2. Warm Color

a. Amaris Hotel Semarang (Hotel with red room color)

Location: Pemuda Street No. 138 Semarang

Figure 4.4. Amaris Hotel



Source: Open Street Map, 2015



Source: Field survey, 2015



Source: Field survey, 2015

amarishotel
by **Santika**
PEMUDA-SEMARANG

LAYANAN DAN FASILITAS

- 106 KAMAR TIPS SMART ROOM
- AKSES INTERNET WIFI
- 4 RUANGAN MEETING
- LCD TV
- XPRESS RESTORAN
- MENERIMA KARTU KREDIT
- SAFE DEPOSIT BOX
- AREA PARKIR

Bahkan sebelum penjelajah Cina yang terkenal, Zheng He (Cheng Ho) melangkah ke darat pada tahun 1405 di kota Semarang. Kota di Pulau Jawa. Kawasan ini merupakan pusat politik dan ekonomi yang penting. Selama berabad-abad pelabuhannya yang ramai telah menjadi pelabuhan utama perdagangan antar pulau. Kini ibukota Jawa Tengah terus berkembang, menarik perpaduan Jawa, Sunda dan tradisi Cina. Letak yang strategis dekat Bandara Ahmad Yani, dan merupakan pusat kota di Jawa Tengah, dengan koneksi langsung ke kota-kota besar seluruh Indonesia dan luar negeri, hotel ini juga terletak di Wilayah Pusat Bisnis Semarang, dengan banyak bank dan kantor-kantor pemerintah. Setiap kamar Smart hotel memiliki akses internet wifi, Brankas, dan fasilitas lainnya yang biasanya hanya terdapat di hotel mewah. Untuk perjalanan bisnis, wisata, atau singgah, anda akan mendapatkan sambutan hangat di Amaris Hotel Pemuda Semarang. Di Amaris Hotel, tamu kami bisa menikmati kenyamanan Smart Room yang bersih & nyaman, dengan desain ruangan yang sangat stylish dan unik dengan LCD TV dan semuanya anda dapatkan tanpa harus membayar lebih untuk dapat dinikmati.

RUANGAN MEETING

TIPE	UKURAN		TOTAL			
			CLASSROOM	U-SHAPE	THEATRE	ROUND TABLE
AMARIS 1	8 x 6.5	52 m ²	25	20	50	30
AMARIS 2	8 x 6.5	52 m ²	25	20	50	30
AMARIS 3	8 x 6.5	52 m ²	25	20	50	30
AMARIS 4	8 x 6.5	52 m ²	25	20	50	30
AMARIS 1 & 2	16 x 6.5	104 m ²	50	40	100	70
AMARIS 3 & 4	16 x 6.5	104 m ²	50	40	100	70

FASILITAS MEETING ROOM

- Gratis Wi-Fi internet access
- Meja, Kursi, dan Panggung (selama tersedia)
- Restaurant @Xpress untuk kegiatan Makan Siang atau Makan Malam
- Meja Registrasi
- Standard sound system
- Audio Mixer
- Air Mineral
- Note pad & Pencil
- Layar
- Flipchart
- LCD Rental

YANG MENARIK DARI AMARIS HOTEL PEMUDA SEMARANG

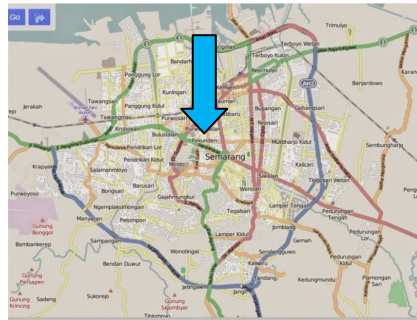
- Hotel dengan harga terjangkau
- Terletak di jalan utama Semarang
- Pusat wilayah bisnis di Semarang
- Ditengah-tengah 2 Mall Besar (Paragon Mall and DP Mall)
- 5 menit dari Simpang Lima
- 5 menit dari Stasiun Kereta Api
- 5 menit dari Pelabuhan
- 30 menit dari Bandara
- Tersedia Toko Buku Gramedia
- Tersedia Dunkin Donuts
- Lapangan parkir yang mencapai 100 mobil

Source: Field survey, 2015

b. Ibis Hotel Semarang (Hotel with orange room color)

Location: Gajah Mada Street No. 172 Semarang

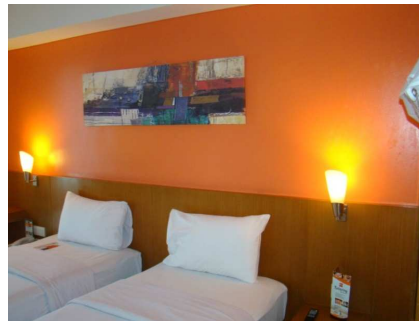
Figure 4.5. Ibis Hotel



Source: Open Street Map, 2015



Source: Field survey, 2015



Source: Field survey, 2015

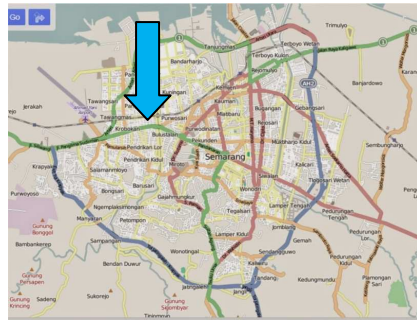


Source: Field survey, 2015

c. Crown Hotel (Hotel with yellow color)

Location: Pemuda Street No. 118 Semarang

Figure 4.6. Crown Hotel



Source: Open Street Map, 2015



Source: Field survey, 2015



Source: Field survey, 2015



Source: Field survey, 2015

In order to collecting data through the questionnaires, the researcher go to 6

Bussiness Hotel in Semarang, that are:

- a. Amaris Hotel (red)
- b. Santika Hotel (blue)
- c. Crowne Plaza Hotel (yellow)
- d. Quest Hotel (violet or purple)
- e. Ibis Hotel (orange)
- f. Ibis Budget Hotel (green)

The visit start of each hotel is for about one week to collect the data through the questionnaires and there are 6 hotels in 6 locations and this is the questionnaires distribution:

Table 4.1. Samples Distribution

No	Description	Questionnaires distributed	Questionnaires respond
1	Amaris Hotel	20	15
2	Santika Hotel	20	15
3	Crowne Plaza Hotel	20	15
4	Quest Hotel	20	15
5	Ibis Hotel	20	15
6	Ibis Budget Hotel	20	15

Source: Primary Data, Analysis, 2015

The total questionnaires is 15 questionnaires for each hotel for the analysis data in this research.

4.3. Data Analysis Method

Studies using case study approach aims in general to get an overview of data analysis on the implementation of the use of color in a hotel to relax feeling. Step-by-step analysis of the data, as follows:

1. Organizing files;
2. Reading through all the information and code;
3. Outlining events studied;
4. Interpreting the field result;
5. Presents a narrative presentation in the form of tables, images or descriptions.

Analysis of the data in this study is inductive and ultimately the goal of sustainable produce notions, concepts, and the development of a new theory, the analysis done since before entering the field, while in the field, and after in the field. The process of data analysis performed in conjunction with the data collection. This study tried to find the relationship between the domain and how the relationship with the overall hereinafter referred to theme / title of the study. According Sanapiah Faisal (1990), the analysis of the theme, in fact an effort to find a common thread that integrates existing domain traffic.

In this study, analyzed the data and findings smallest components include physical and non-physical condition of the respondents. Then analyzed the effect of the implementation of color to the creation of feeling relaxed and the factors that influence it.

4. Demographic of Respondents

Demographic or characteristics of respondents can be seen as follows:

Table 4.2. Demographic of Respondents

No	Descriptions	Person	%
1.	Age:		
	a. 20-30 years	22	24%
	b. 31-40 years	35	39%
	c. 40-50 years	33	37%
2.	Occupancies:		
	a. Freelance	6	7%
	b. Entrepreneur	39	43%
	c. Artist/model	14	16%
	d. Consultant	8	9%

	e. Employee	23	26%
3.	Education:		
	a. Senior high school	23	26%
	b. Bachelor degree	54	60%
	c. Master degree	13	14%
4.	Outcome per month:		
	a. <3 million	23	26%
	b. 3-10 million	35	39%
	c. >10 million	32	36%
	Total:	90	100%

Source: Primary Data, Analysis, 2015

From the table 4.2.it can be said that majority of respondents in this research with age between 31-40 years (39%), the education is Bachelor degree (60%) and the occupancies is enterpreneur (43%). The outcome is between 3-10 million Rp per month (39%).

4.4. The Role of Color in Creating Relaxation

To analyze the factors that affect the selection of color to enhance the hotel business in Semarang, the first step is to classify the warm and the cool color first as follows:

1. Warm colors: Red, Yellow, Orange
2. Cool colors: Green, Blue, Violet or Purple.

The classification hotel for warm and cool colors that is 45 respondents willing to stay in the warm color hotel and the another 45 respondent is stay in the cool colors hotel in Semarang. The consideration majority of the respondents to stay in this hotel is because the hotel is friendly (29%) from the staff and service, also

because it is relaxing (22%). So it can be concluded that this hotel make the respondents feel relax, friendly and the good service quality, and these three things is the important things to be considered as the hotel manager to attract the customers in the future. The majority of the respondents feel relax to stay in this hotel (74%).

Table 4.3. Feel Relax and The Classification of Hotels

Classification of hotels	Relax	Not relax	Total
Warm colors	31 (68%)	14 (32%)	45 (50%)
Cool colors	30 (67%)	15 (33%)	45 (50%)
Total	61 (68%)	29 (32%)	90 (100%)

Source: Primary Data Collection

From the table it is shown that 45 respondents stay in hotel with warm colors and 45 respondents stay in cool colors, and it can be said that the majority of respondents that stay in cool colors hotel and warm colors are the same respond to feel relax (31 and 30 respondents). So it can be said that cool colors and warm colors can make relaxing for the respondents. The reason why colors can make relax because color can affect the good mood, can be calm, romantic, supported to refresh feelings because the beautiful attractiveness, so this can make someone feel relax.

Hotels with more cool colors classification gives the feeling of relax because it is based on the results of a questionnaire showed that the needs of relax staying at the hotel with a cool color as same as warm colors. This is because respondents have different taste according to the gender , age, culture and the environment staying at the hotel for work purposes and in desperate need of feeling relaxed after doing the activity.

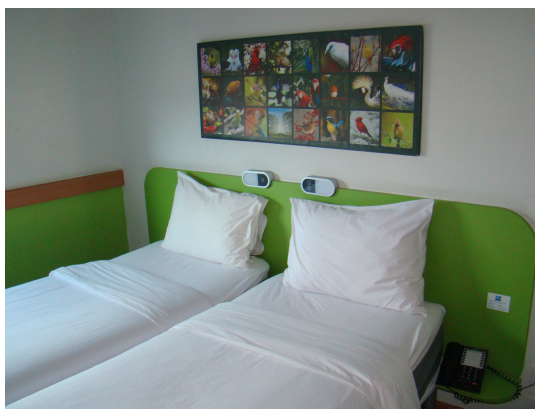
The cool color makes the room more bigger and also it does not make the customers to feel warm. The cool colors reflect the sending colored light in a dark color while taking a rest and making the soul more comfortable. As a result also by cool colors can give sensation of the sky, natural and the sea. Meanwhile, warm colors give a feeling of warmth skew, intimate atmosphere, and relaxation. These warm colors are intense and can stimulate the viewers. In addition warm colors make the brightness in the life ,cheerfull ,happiness ,optimistic in almost every culture’ Also give the life more brave and fulfill with cherish , romance and sexuality.



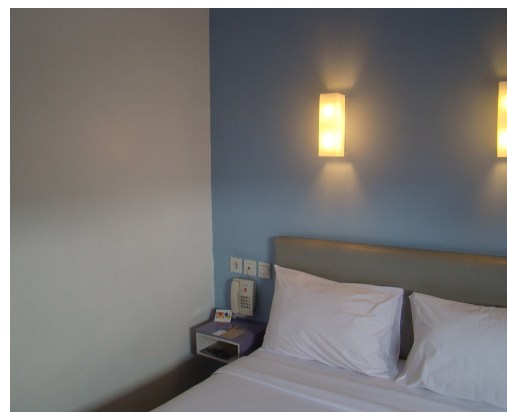
Yellow – Crowne Plaza hotel



Quest Hotel – Violet



Ibis Budget - Green



Santika – Blue



Amaris Hotel – Red



Ibis Hotel – Orange

Table 4.4. The Comparison of Six Hotels

No	Hotel	Description
1	Crowne Plaza	Yellow color in harmony, it is the classification of warm color and yellow make the brightness in the life, cheerfull , happiness optimistic in almost every culture .
2	Amaris Hotel	Red color in majority, it is classification of warm color, red make the life more brave and fulfill with cherish also romance and sexuality.
3	Ibis Hotel	Orange color, it is classification of warm color, orange describe the warmth and also the kindness, companion, also romance and sexuality.
4	Ibis Budget	The green color in harmony, it is the classification of cool color and green make more relax because is bring the happiness and prosperity also symbolizes growth and freshness.
5	Santika Hotel	The blue color, it is the classification of cool color and blue make more relax because it is cooling down the pressure in our daily work also represents both the

		sky and the sea make feel freedom.
6	Quest Hotel	The violet of purple, it is the classification of cool color, and purple make the room more elegant and have psychology effect to relaxation also high standard.

CHAPTER V

RESULT AND ANALYSIS

This chapter is to discuss about the role of color in creating relaxation. The causes majority of the respondents feel relax to stay in this hotel is because the color (40%) and the service (28%), the scene and so on. Based on the data collection it can be say that the color play important role because when it is raining day, the color warm will make you more comfortable, and when it is hot the cool color will make you more comfort. Another is when they feel stressed, the cool color can make them more relax because the color is soft.

The majority of the respondents stated that the color use in this hotel make them relax (68%). Based on the data collection also known that the role of color make relax because the color play important things to the human brain and can make more relaxing when we stressed. The respondents also say that the color make them relax because when they feel sad or distress and will be fell more relax when come in the room of hotel and see the ceiling and wall with warm or cool colors. Majority of the respondents stated that it is important to create the relaxation in a hotel (72%). The majority of the respondents likes the green color (26%) and blue (22%) because the cool colour makes more relaxing rather than the warm color. But the differences is not different far so the warm and cool color can make relax.

Table 5.1. The Reason why color can make relax

NO	Answers	Total	Answers	Total
	Warm Color:		Cool Color:	
1	Calm and Cool	2	Fresh	1
2	Good	2	Taste	1
3	Personal interest (Favourite, Cheerfull)	7	Romantic	1
4	Supported	6	Supported	4
5	Brightness	5	Light	1
6	Beautiful	5	Affecting	3
7	Attractive	1	Rather suitable and good	3
8	Forgetting the problem	1	Beautiful	7
9	Very important	2	Cool & Relax	3
10			Personal interest (Affecting Mood and amazing)	6
	Total	31	Total	30

Source: Primary Data, Analysis, 2015

From table above, it can be say that the warm color can make relax because it is calm, and the brightness make cheerfull, also respondents agree that warm color also cool and attractive and beautiful. With the warm color it will be forgetting the problem so this is why the warm color is very important to make relax. Meanwhile, the cool color also can make relax because it will create romantic expression and fresh feelings, also cool and amazing, the cool color also affecting mood of the respondents so with the cool color, they will feel more relaxing and in a good mood.

The distinction between 'warm' and 'cool' colors has been important since at least the late 18th century. It is generally not remarked in modern color science or colorimetry in reference to painting, but is still used in design practices today. The

contrast, as traced by etymologies in the Oxford English Dictionary, seems related to the observed contrast in landscape light, between the "warm" colors associated with daylight or sunset and the "cool" colors associated with a gray or overcast day. Warm colors are often said to be hues from red through yellow, browns and tans included; cool colors are often said to be the hues from blue green through blue violet, most grays included. There is historical disagreement about the colors that anchor the polarity, but 19th-century sources put the peak contrast between red orange and greenish blue.

Color theory has described perceptual and psychological effects to this contrast. Warm colors are said to advance or appear more active in a painting, while cool colors tend to recede; used in interior design or fashion, warm colors are said to arouse or stimulate the viewer, while cool colors calm and relax. Most of these effects, to the extent they are real, can be attributed to the higher saturation and lighter value of warm pigments in contrast to cool pigments. Thus, brown is a dark, unsaturated warm color that few people think of as visually active or psychologically arousing.

Contrast the traditional warm-cool association of color with the color temperature of a theoretical radiating black body, where the association of color with temperature is reversed. For instance, the hottest stars radiate blue light (i.e., with shorter wavelength and higher frequency) and the coolest radiate red.

Cool colors such as blue, green and light purple have the ability to calm and soothe. Where warm colors remind of heat and sunshine, cool colors remind of water

and sky. Unlike warm colors, cool colors look as though they recede, making them great for small rooms you want to look larger. If there istiny bedrooms or powder rooms that we want to visually enlarge try painting a color such as light blue to make it look more spacious.

The cool color, especially the blue side of the spectrum along with cool browns and grays and the cool off whites possess all of the qualities of coolness in that they are calming, focusing and soothing of the intellect, which craves a cooler atmosphere. These colors quiet the emotions and sharpen people thoughts, allowing their mind to feel relax and refresh. This is why the cool blues are the most popular color for business suits and shirts, as well as the hotel rooms also. Cool colors are therefore best in private rooms where concentration, calmness and rest are most important, such as the bedroom, office, and hotel rooms.

Meanwhile, the warm color gives the impression of a cheerful, warm, happy, full of energy and uplifting. Especially in the rainy seasons, the warm also color can give the warmth to the hotel visitors. Bright or warm colors can have positive effects, creating a sense of optimism, improve self-confidence, and describe expectations. The bright colors also stimulate the brain and make people more vigilant and assertive. Another psychological effect of warm color is give cheerfulness nature, ambition, and energetic. Usually the warm color related to security sensuality, pleasant demeanor, and triggers a person's appetite. Also illustrates familiarity, friendliness and comfort giver effect. bright colors which can have positive effects,

creating a sense of optimism. So both the warm and cool color have each function and perception to make the hotel consumers feel comfort and relax.

CHAPTER VI

CONCLUSION, RECOMMENDATION AND LIMITATION

6.1. Conclusion

From the discussion and analysis, the conclusion in this research as follows:

1. The warm and cool color have the same role in creating relaxation in hotel.
2. The reason why warm color create relax are because it is beautiful, it is calm, its brightness, cheerfull and attractive. The reason why cool color create relax are because it is fresh, romantic, light, beautiful, cool and make relax, amazing and affecting mood.

6.2. Recommendation

The recommendation in this research are:

1. The management of bussiness hotel in Semarang should pay attention to the interior design and color because according to the result of this research that color play important role for the hotel's customers.
2. For the management hotel, should add the tourist guide for customers, training staff to speak english well, the restaurant should be add with international food menu, because majority only have Indonesian food, tourist information, alarm clock, health and fitness centre, green lighting energizers and service should be more active and know about the information, meeting in the airport, ATM machines or changing money.

3. In the future research can be added more variables that affecting the consumers attractiveness to stay in hotel.

6.3. Limitation of The Study

The limitation of this study is only done in the business hotel in Semarang, so the result cannot be generated to another hotel in the another city. Another limitation is the method in this research use qualitative and in future maybe can be used quantitative method. Another limitation is the respondents only hotel in Semarang so in future research can be use another town.

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APPENDIX:

QUESTIONNAIRE

Nama :
Umur :
Pekerjaan :
PendidikanTerakhir :
Pengeluaran per bulan :

Pertanyaan

1. Berapa kalikah Anda menginap di hotel ini?

.....
.....

2. Dalam rangka apakah Anda menginap di hotel ini? (keperluan pekerjaan atau keperluan pribadi)

.....
.....

3. Apakah yang menjadi pertimbangan Anda dalam memilih menginap di hotel ini?

.....
.....

4. Apakah Anda merasa relax untuk tinggal di hotel ini?

.....
.....

5. Apakah yang menyebabkan Anda merasa relax di hotel ini?

.....
.....

6. Apakah menurut Anda, warna yang digunakan oleh hotel ini dapat menunjang terciptanya perasaan relax pada diri Anda?

-
.....
7. Mengapa warna tersebut menunjang / tidak menunjang terciptanya perasaan relax pada diri Anda?
-
.....
8. Menurut Anda, apa yang perlu ditambahkan pada hotel ini agar lebih dapat menunjang terciptanya rasa nyaman dan relax untuk Anda?
-
.....
9. Apakah menurut Anda, perasaan relax sangat penting untuk diciptakan oleh sebuah hotel? Mengapa?
-
.....
10. Warna apakah yang anda sukai dari cool colour (violet, biru, hijau) dan warm color (merah, orange, kuning)?
-
.....

***** TerimaKasih *****

QUESTIONNAIRE

Name :
Age :
Profession :
Education :
Outcome per month :

Question

1. How many times have you stay at this hotel?

.....
.....

2. In order for what do you stay at this hotel? (work or personal use)

.....
.....

3. What is your consideration in choosing to stay at this hotel?

.....
.....

4. Do you feel relax to stay in this hotel?

.....

5. What causes you to feel relaxed in this hotel?

.....
.....

6. Do you think the colors used by the hotel promotes the feeling of relax your self?

.....
.....

7. Why does the color of support /do not support the creation of a feeling of relax yourself?

.....

.....

8. In your opinion, what needs to be added to the hotel in order to be able to support the creation of a sense of comfort and relax for you?

.....

.....

9. Do you think it's important to feeling relax created by a hotel? Why?

.....

.....

10. Which color do you like from cool color (violet, green, blue) and warm color (red, orange, yellow)?

.....

.....

***** Thank You *****

DATA:

No	Age	Occupancies	Education	Outcome per month	Colors	How many times stay in this hotel (Q1)	Purpose Stay in Hotel (Q2)	Consideration to Stay in This Hotel (Q3)	Feel Relax to Stay in This Hotel (Q4)	Causes Feel Relax to Stay in This Hotel (Q5)	Role of color in this Hotel make you relax (Q6)	Why the color supported relaxation (Q7)	The important to create relaxation (Q9)	The color that you like (Q10)
1	21	Entrepreneur	Bachelor degree	1	Red	4	Meeting	Old customer	Yes	The scheme	Yes	Calm	No	Orange
2	30	Entrepreneur	Senior high school	10	Orange	2	Private use	Price cheap	Yes	The color	No	The brightness	Yes	Red
3	40	Freelance	Senior high school	11	Violet	7	Hospitality	Relaxing	Yes	The service	Yes	Favourite	Yes	Green
4	49	Entrepreneur	Master degree	2	Blue	2	Holiday	Friendly	No	The color	Yes	Fresh	Yes	Orange
5	34	Artist/model	Bachelor degree	3	Violet	2	Hospitality	Feel comfortable	Yes	The scheme	Yes	Rather good	No	Violet
6	22	Employee	Master degree	10	Green	6	Holiday	Relaxing	Yes	The color	No	Light	No	Red
7	47	Entrepreneur	Bachelor degree	12	Yellow	4	For wedding	Price cheap	Yes	The color	Yes	Good	Yes	Yellow
8	32	Employee	Bachelor degree	10	Green	4	Project/work	Old customer	No	The service	Yes	Taste	Yes	Green
9	36	Employee	Senior high school	1	Red	1	Meeting	Price cheap	Yes	The color	No	Not fitted	Yes	Violet

10	23	Entrepreneur	Senior high school	11	Orange	Often	Private use	Relaxing	No	The color	Yes	Favourite	Yes	Orange
11	34	Entrepreneur	Bachelor degree	2	Blue	2	Holiday	Feel comfortable	Yes	The scheme	No	Not fitted	No	Violet
12	43	Employee	Bachelor degree	3	Blue	3	Hospitality	Friendly	Yes	The color	Yes	Romantic	Yes	Red
13	24	Entrepreneur	Master degree	5	Yellow	Often	Meeting	Price cheap	Yes	The staff	Yes	Cheerfull	No	Blue
14	25	Entrepreneur	Bachelor degree	6	Orange	8	Project/work	Relaxing	Yes	The color	Yes	Taste	Yes	Yellow
15	27	Entrepreneur	Bachelor degree	13	Green	5	Hospitality	Relaxing	Yes	The staff	No	Not affected	Yes	Orange
16	39	Artist/model	Senior high school	4	Orange	2	Birthday	Feel comfortable	Yes	The scheme	No	Not important	Yes	Green
17	46	Artist/model	Bachelor degree	14	Blue	Often	Meeting	Relaxing	Yes	The service	Yes	supported	Yes	Blue
18	39	Employee	Bachelor degree	3	Violet	5	Project/work	Price cheap	No	The scheme	Yes	Beautiful color	No	Red
19	37	Freelance	Bachelor degree	10	Yellow	8	Hospitality	Price cheap	No	The color	Yes	Beautiful color	Yes	Violet
20	42	Entrepreneur	Bachelor degree	1	Violet	7	Private use	Old customer	Yes	The color	No	Rather good	Yes	Yellow
21	30	Employee	Bachelor degree	11	Green	1	Birthday	Friendly	No	The staff	Yes	Cool	No	Green
22	28	Employee	Master degree	2	Yellow	1	For wedding	Price cheap	Yes	The service	Yes	Cheerfull	Yes	Green

23	41	Entrepreneur	Bachelor degree	7	Red	Often	Meeting	Relaxing	Yes	The color	Yes	Beautiful color	Yes	Blue
24	44	Employee	Senior high school	12	Green	Very often	Meeting	Friendly	Yes	The service	Yes	Beautiful color	Yes	Orange
25	48	Entrepreneur	Bachelor degree	9	Yellow	Often	Project/work	Feel comfortable	Yes	The staff	No	Really supported	Yes	Green
26	26	Entrepreneur	Bachelor degree	4	Violet	3	Holiday	Relaxing	Yes	The color	Yes	Cold and relax	Yes	Red
27	29	Employee	Senior high school	8	Blue	Often	Holiday	Price cheap	Yes	The scheme	Yes	Beautiful color	No	Blue
28	22	Entrepreneur	Bachelor degree	5	Red	2	Hospitality	Relaxing	No	The service	Yes	Attractive	Yes	Violet
29	34	Artist/model	Bachelor degree	1	Orange	4	Meeting	Friendly	Yes	The color	No	Less support	Yes	Green
30	37	Employee	Senior high school	6	Blue	1	Project/work	Feel comfortable	No	The staff	No	Not affected	No	Yellow
31	36	Employee	Senior high school	4	Yellow	4	Private use	Relaxing	Yes	The scheme	Yes	Affecting	Yes	Violet
32	47	Entrepreneur	Bachelor degree	2	Blue	3	Holiday	Friendly	Yes	The color	Yes	Beautiful color	Yes	Green
33	21	Entrepreneur	Bachelor degree	6	Green	2	For wedding	Price cheap	Yes	The color	No	Rather suitable	Yes	Blue

34	30	Employee	Senior high school	7	Yellow	5	Holiday	Old customer	Yes	The color	Yes	Beautiful color	Yes	Orange
35	46	Freelance	Bachelor degree	3	Yellow	6	Project/work	Friendly	Yes	The scheme	Yes	affecting	No	Blue
36	36	Entrepreneur	Senior high school	14	Green	Often	Holiday	Relaxing	Yes	The staff	Yes	Beautiful color	Yes	Red
37	41	Artist/model	Master degree	15	Red	Often	Project/work	Price cheap	Yes	The color	Yes	Good	No	Violet
38	32	Entrepreneur	Master degree	1	Orange	1	Holiday	Friendly	No	The service	No	Not important	Yes	Blue
39	40	Employee	Bachelor degree	7	Red	2	For wedding	Price cheap	Yes	The staff	Yes	Cheerfull	Yes	Green
40	33	Entrepreneur	Bachelor degree	10	Violet	4	Hospitality	Relaxing	No	The color	Yes	Beautiful color	Yes	Green
41	50	Artist/model	Bachelor degree	2	Blue	2	Meeting	Friendly	Yes	The service	Yes	Affecting mood	Yes	Yellow
42	37	Employee	Senior high school	9	Red	3	Project/work	Price cheap	Yes	The staff	No	Not affected	Yes	Red
43	38	Entrepreneur	Bachelor degree	10	Violet	8	Private use	Feel comfortable	Yes	The color	Yes	The brightness	Yes	Orange
44	50	Consultant	Bachelor degree	3	Yellow	5	Hospitality	Old customer	Yes	The service	No	Not important	Yes	Blue
45	31	Employee	Bachelor degree	8	Violet	4	Holiday	Friendly	Yes	The service	Yes	Cheerfull	No	Yellow

46	49	Entrepreneur	Bachelor degree	11	Red	2	Birthday	Friendly	No	The color	No	Not affected	Yes	Violet
47	40	Employee	Bachelor degree	12	Orange	2	For wedding	Relaxing	Yes	The scheme	Yes	supported	No	Red
48	26	Entrepreneur	Senior high school	1	Orange	2	Holiday	Homy	No	The service	Yes	Affecting mood	Yes	Green
49	45	Consultant	Bachelor degree	13	Violet	3	Project/work	Friendly	Yes	The color	Yes	Cheerfull	Yes	Blue
50	40	Entrepreneur	Senior high school	8	Green	2	Hospitality	Friendly	No	The service	Yes	The brightness	Yes	Green
51	37	Employee	Bachelor degree	2	Red	1	Project/work	Price cheap	Yes	The staff	No	No problem	Yes	Blue
52	41	Entrepreneur	Bachelor degree	10	Violet	4	Meeting	Homy	Yes	The color	Yes	Very affecting	No	Orange
53	33	Consultant	Bachelor degree	6	Yellow	1	Private use	Relaxing	No	The service	No	Not affected	Yes	Violet
54	36	Entrepreneur	Bachelor degree	3	Blue	3	Hospitality	Friendly	Yes	The color	Yes	Very important	No	Red
55	43	Employee	Senior high school	11	Red	5	Holiday	Friendly	Yes	The service	No	Not affected	Yes	Yellow
56	36	Freelance	Master degree	4	Orange	4	Project/work	Old customer	Yes	The color	Yes	Very important	No	Blue

57	42	Artist/model	Bachelor degree	1	Orange	3	Holiday	Homy	Yes	The scheme	No	Not important	Yes	Green
58	32	Artist/model	Bachelor degree	5	Violet	7	For wedding	Feel comfortable	Yes	The service	Yes	Affecting mood	Yes	Violet
59	31	Entrepreneur	Bachelor degree	10	Red	3	For wedding	Relaxing	Yes	The color	Yes	Amazing	Yes	Blue
60	30	Artist/model	Bachelor degree	2	Violet	6	Meeting	Friendly	No	The service	No	Not affected	No	Red
61	48	Employee	Bachelor degree	12	Orange	4	For wedding	Friendly	Yes	The color	Yes	Affecting	Yes	Orange
62	46	Entrepreneur	Senior high school	8	Yellow	4	Hospitality	Price cheap	Yes	The service	Yes	Beautiful color	Yes	Green
63	36	Consultant	Bachelor degree	2	Green	3	Private use	Relaxing	No	The color	No	Not affected	Yes	Blue
64	47	Consultant	Bachelor degree	10	Blue	8	Holiday	Friendly	Yes	The staff	No	Not important	Yes	Green
65	46	Entrepreneur	Senior high school	7	Green	6	Project/work	Friendly	Yes	The scheme	Yes	Amazing	Yes	Yellow
66	37	Employee	Bachelor degree	3	Yellow	8	Private use	Old customer	Yes	The staff	No	Not important	No	Violet
67	38	Entrepreneur	Bachelor degree	10	Green	5	Meeting	Homy	No	The color	Yes	Affecting mood	Yes	Green

68	41	Consultant	Senior high school	7	Blue	2	For wedding	Friendly	Yes	The service	No	Not affected	Yes	Blue
69	42	Employee	Master degree	5	Blue	7	Holiday	Feel comfortable	No	The service	Yes	The brightness	No	Blue
70	21	Entrepreneur	Master degree	10	Violet	9	For wedding	Old customer	Yes	The color	Yes	Less Beautiful	Yes	Orange
71	20	Artist/model	Master degree	6	Green	8	Birthday	Feel comfortable	Yes	The service	Yes	Less support	Yes	Violet
72	47	Entrepreneur	Bachelor degree	1	Yellow	6	Private use	Friendly	No	The scheme	Yes	Beautiful color	No	Green
73	40	Employee	Bachelor degree	9	Blue	8	Holiday	Homy	Yes	The staff	No	Beautiful color	Yes	Blue
74	48	Artist/model	Bachelor degree	9	Yellow	5	Project/work	Relaxing	Yes	The color	Yes	Less support	No	Yellow
75	28	Entrepreneur	Bachelor degree	4	Orange	3	Holiday	Homy	Yes	The color	Yes	supported	Yes	Green
76	46	Entrepreneur	Senior high school	11	Orange	6	For wedding	Friendly	Yes	The service	Yes	Cool	Yes	Violet
77	45	Artist/model	Bachelor degree	7	Blue	4	Holiday	Homy	Yes	The staff	Yes	supported	Yes	Green
78	38	Freelance	Bachelor degree	13	Green	6	Meeting	Relaxing	No	The color	No	Pretty color	No	Blue

79	39	Entrepreneur	Senior high school	9	Blue	2	Meeting	Feel comfortable	Yes	The scheme	Yes	Pretty less supported	Yes	Orange
80	40	Artist/model	Bachelor degree	13	Violet	5	Private use	Friendly	No	The service	Yes	Less support	Yes	Green
81	26	Consultant	Bachelor degree	10	Red	2	For wedding	Price cheap	Yes	The color	Yes	Pretty color	Yes	Blue
82	43	Employee	Senior high school	4	Green	5	Meeting	Old customer	Yes	The scheme	No	supported	No	Violet
83	44	Entrepreneur	Master degree	5	Red	8	Birthday	Friendly	Yes	The service	Yes	Pretty color	Yes	Green
84	20	Entrepreneur	Master degree	10	Orange	2	Project/work	Relaxing	Yes	The color	Yes	The brightness	Yes	Yellow
85	45	Entrepreneur	Bachelor degree	4	Yellow	7	Holiday	Homy	Yes	The service	No	Not affected	No	Blue
86	47	Consultant	Bachelor degree	6	Red	5	Meeting	Friendly	No	The staff	Yes	supported	Yes	Green
87	24	Entrepreneur	Senior high school	11	Violet	10	Project/work	Relaxing	Yes	The color	No	Pretty color	Yes	Green
88	50	Artist/model	Master degree	7	Red	3	Private use	Homy	Yes	The scheme	Yes	Relax	Yes	Blue
89	23	Freelance	Bachelor degree	14	Green	5	For wedding	Friendly	Yes	The service	Yes	The	Yes	Violet
90	29	Entrepreneur	Senior high	6	Orange	6	Project/work	Old customer	No	The color	Yes		No	Orange

			school								brightness		
--	--	--	--------	--	--	--	--	--	--	--	------------	--	--

DEFENSE REPORT

THESIS

Hereby declares that a defense has been conducted at:

Day : Tuesday

Date : 07 of July 2015

Time : 01.00- 02.00 PM

Place : Meeting Room of PDTAP

Conducted By:

Name : ADEL ISSA ELSOSAN

NIM : 21020113429024

Title : **ROLE OF COLOR TO SUPPORT THE ACHIEVEMENT
OF RELAXATION IN BUSINESS HOTEL.**

(Case In Study : BUSINESS HOTEL IN SEMARANG)

With the trial team as follows:

Mentor : Edward E. Pandelaki, ST, MT, Ph.D

Co-mentor : Dr. Ir. R. Titien Woro Murtini, MSA

Examiner : Dr. Ir. R. Siti Rukayah, MT

A. THE DEFENSE TRIAL

Thesis defense trial under the title of **ROLE OF COLOR TO
SUPPORT THE ACHIEVEMENT OF RELAXATION IN BUSINESS
HOTEL (Case in Study Simbang lima Semarang)** was conducted in 1

session, directly tested by the mentor, co-mentor, and examiner, started at 01.00 PM and finished at 02.00 PM. The presentation was conducted by the author with main points as follows:

- Background and aim of the research
- Literature review
- Research data
- Analysis
- Conclusion , recommendation and limitation

The result of the defense trial includes the questions and answers and also inputs from mentors and examiner to the revisions of the thesis as follow:

1. Dr. Edward E. Pandelaki, ST, MT , PHD

Question:

- Where is table of content ?
- List of figures ?
- List of tables ?

Input

- Add the source the maps
- Explain more about the table

2. Dr. Ir. Titin Woro Murtini, MSA

Question:

- The same with Dr. Edward E. Pandelaki, ST, MT ,
PHD
- Add the abstract and the foreword

Input

- Move data collection method and data analysis
technique to chapter IV

3. Dr. Ir. R. Siti Rukayah,MT

- How about if this research quantitative ?
- How many questionnaires are responded ?
- Add limitation about the method in this research use
qualitative and in future maybe can be used
quantitative method also another limitation of the
respondents only hotel in Semarang .
- Check formatting and references

Semarang, of July 2015

Author,

Adel Issa Elsosan
NIM. 21020113429024

Acknowledging,

Mentor

Co- Mentor

Edward E. Pandelaki, ST, MT, Ph.D
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Libyan

WORK EXPERIENCE

- April 2003 – August 2008 Engineer
Employees Of Azahf Al-Akhdar Center for Artistic Works
- Follow-up work such as , carpentry, upholstery, Forging, paint and PVC
- April 2003- and still holding my job until the day I finish my study Administrator
In Ministry of Education and High School
- November 2008-May 2010
Student
- ELS Language & Culture Centers Ashland Oregon University of America
- March 2011-March 2012 Translator , take inventory, quality control supervisor
Alsdra company of freight to the embassies
- April 2012-September 2012
Student
- ELS Language & Culture Center Kula Lumpur Malesya

EDUCATION AND TRAINING

2014 – 2015 Graduate School (Magister) In Achitecture And Interior Design

Magister of Architecture Engineering,
Univercity Diponegoro, Semarang

- Interior Design, Architecture, Urban Revitalization And Conservation, Cultural History of art and architecture

1998 – 2002 Undergraduate School (Bachelor) in Interior Design

The Training Centers Affairs Dept.

The Higher Vocational Trainers Preparation Center/Tripoli

- Architecture Interior Design, Landscape Planing

1998 – 2002 Tripoli Airport Road

PERSONAL SKILL

Mother Tongue Arabic

Other language	UNDERSTANDING	SPEAKING		WRITING
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Listening	reading	spoken interaction	spoken production
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English	proficient	proficient	proficient	Proficient
	Listening Writing			Reading Spoken

communication

Indonesian

UNDERSTANDING

Good tutoring skills gained through freelance tutor jobs

Skills

organisational/

Good public relation skills gained the experience as public relation in
Managerial

computer skills

- Good Command Of Microsoft Office Tools
- Good Command On Autocad And Sketchup Tools
- Good Command On Adobe Photoshop And Corell Draw
- Good Command On Video Maker

driving licence

- A
- B
- C

ADDITIONAL INFORMATION

Honours And
Awards

International Joint Seminar on “Business Ethics in ASIAN
Economic Community 2015 from the Perspective of
Economics , Law , and Public Policy” Surakarta , 2015

International Joint Studio **URBAN DESIGN AND
HERITAGE PRESERVATION**- SEOCHON , Seoul ,South
Korea, 2014

In RECOGNITION AS PARTICIPANT IN THE 2
INTERNATIONAL SUMMER SCHOOL “EXPLORING
INDONESI’S LOCAL WISDOM’ , 2014

Best Speaker, Writer And Champion Of Ashland ,Oregon
English America , 2009

Cultural Involvement Conscientiousness of America 2009

