

ABSTRAK

Celine Patricia Wibisono

Laporan Tugas Akhir

Perancangan Interior Restoran Hallo Surabaya dengan Konsep Traditional Modern Sebagai Strategi Meningkatkan Brand Image.

Restoran merupakan suatu tempat komersil yang menyediakan layanan makanan dan minuman kepada konsumen dengan tujuan utama mencari keuntungan. Identitas atau ciri khas brand menjadi strategi penting untuk menarik perhatian konsumen. Brand image, sebagai persepsi merek yang melekat dalam ingatan konsumen, berperan penting dalam meningkatkan daya tarik dan kepercayaan pelanggan terhadap restoran. Dalam perancangan interior restoran Hallo Surabaya, brand image diaplikasikan melalui elemen interior seperti lantai, dinding, dan plafon. Tujuan perancangan ini adalah untuk memaksimalkan penerapan brand image pada restoran Hallo Surabaya agar mencerminkan nilai-nilai khas Surabaya serta menarik perhatian pelanggan. Metode yang digunakan dalam perancangan ini adalah metode design thinking yang memiliki 9 tahapan yaitu: Understand, Observe, Point of View, Ideate, Prototype, Test, Story Telling, Pilot, dan Business Model. Hasil dari perancangan ini adalah desain interior restoran Hallo Surabaya dengan penerapan brand image yang maksimal. Hal ini diharapkan dapat membantu meningkatkan daya tarik dan kepercayaan pelanggan terhadap restoran serta menjadi solusi yang tepat untuk membangun branding restoran.

Kata Kunci: Restoran, Brand Image, Hallo Surabaya, Desain Interior

ABSTRAC

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Final Project Report

Interior Design of Hallo Surabaya Restaurant with Traditional Modern Concept as a Strategy to Improve Brand Image.

Restaurant is a commercial establishment that provides food and beverage services to customers with the primary goal of seeking profit. The identity or distinctive brand features are essential strategies to attract customer attention. Brand image, as the perception of the brand ingrained in consumers' minds, plays a crucial role in enhancing the attractiveness and trust of customers towards the restaurant. In the interior design of Hallo Surabaya restaurant, brand image is applied through elements such as flooring, walls, and ceilings. The objective of this design is to maximize the implementation of brand image in Hallo Surabaya restaurant to reflect the unique values of Surabaya and attract customer attention. The method used in this design is the design thinking method, which consists of 9 stages: Understand, Observe, Point of View, Ideate, Prototype, Test, Storytelling, Pilot, Business Model. The result of this research is the design of the interior of Hallo Surabaya restaurant with maximum implementation of brand image. It is expected to help enhance the attractiveness and trust of customers towards the restaurant and provide an appropriate solution to build the restaurant's branding.

Keywords: Restaurant, Brand Image, Hallo Surabaya, Design Interior

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