

ABSTRACT

The use of interior elements with traditional motifs appears as a forum for cultural practices that can have a positive social and economic impact. Jakarta's Sarinah Building, located on Jl. M.H. Thamrin, is the first skyscraper in Indonesia. After revitalization in 2022, visits at Sarinah Building reached 7.5 million people in nine months. Sarinah Building is a Cultural Heritage Building that was revitalized using an adaptive reuse approach. It is intended to build the Sarinah Building to its original form by responding to modern lifestyles. The revitalization of Sarinah Building made significant changes by increasing its function from shopping center to community mall. This research aims to: 1) inventory and describe traditional Indonesian motifs applied to the interior elements of Sarinah Building, 2) identify the interior concept of Sarinah Building in accordance with cultural representations in Indonesia, 3) review recommendations for the application of traditional Indonesian motifs and interior concepts of revitalized buildings. This research uses a qualitative approach conducted by conducting data inventory, literature study, observation, and interviews. The revitalization process of Sarinah Building was developed into an urban space, historical space, and commercial space that paid attention to the spirit of place of Sarinah Building. This research is expected to contribute knowledge to the science of interior design, especially related to the use of traditional motifs.

Keywords: Interior Elements, Sarinah Building, Traditional Motifs, Cultural Representation, Revitalization, Spirit of Place