

THE APPLICATION OF NEO-VERNACULAR ARCHITECTURE THEMES IN RESORT HOTEL PLANNING IN THE LAGUNDRI BEACH AREA, SOUTH NIAS REGENCY

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Lagundri Beach in South Nias Regency is renowned for its captivating natural beauty, making it one of the top tourist destinations. However, in the development of tourism facilities, local cultural values are often not optimally integrated, which can result in a loss of local identity. Therefore, it is essential to apply the concept of Neo-Vernacular Architecture, which combines traditional elements with modern technology, in the design of resort hotels in the Lagundri Beach area. This study aims to analyze the characteristics of traditional South Nias architecture and the local cultural elements that can inform resort hotel design, as well as explore the application of neo-vernacular architectural principles in designs that integrate the local environment and culture. The research gap lies in the scarcity of studies addressing the integration of local Nias cultural elements, such as carving motifs and traditional building structures, into modern architectural designs that meet the functional needs of resort hotels in coastal regions with rich local culture. The novelty of this research lies in its approach to combining South Nias traditional elements with modern design to strengthen local identity and enhance tourism appeal. The findings of this study are expected to provide architectural design recommendations that preserve local cultural values, support sustainable tourism, and offer a new experience for tourists.

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Abstrak

Pesisir Lagundri di Kabupaten Nias Selatan terkenal dengan pesona alamnya yang memikat, menjadikannya sebagai salah satu tujuan wisata utama. Namun, dalam pembangunan fasilitas pariwisata, nilai-nilai budaya lokal seringkali kurang diintegrasikan secara optimal, yang dapat mengurangi identitas lokal. Oleh karena itu, penting untuk menerapkan konsep Arsitektur Neo-Vernakular, yang menggabungkan elemen tradisional dengan teknologi modern, dalam perencanaan pembangunan resort hotel di kawasan Lagundri Beach.

Kata Kunci: Arsitektur Neo-
Vernakular, Budaya Lokal, Resort
Hotel, Lagundri Beach, Nias
Selatan.

Penelitian ini bertujuan untuk menganalisis karakteristik arsitektur tradisional Nias Selatan dan elemen budaya lokal yang dapat diinformasikan dalam desain resort hotel, serta mengeksplorasi penerapan prinsip arsitektur neo-vernakular dalam desain yang mengintegrasikan lingkungan lokal dan budaya. Gap penelitian ini terletak pada minimnya studi yang membahas integrasi elemen budaya lokal Nias, seperti motif ukiran dan struktur bangunan tradisional, ke dalam desain arsitektur modern untuk memenuhi kebutuhan fungsional resort hotel di kawasan pesisir dengan budaya yang kaya. Keterbaruan penelitian ini terletak pada pendekatannya yang menggabungkan elemen-elemen tradisional Nias Selatan dengan desain modern untuk memperkuat identitas lokal dan meningkatkan daya tarik wisata. Hasil penelitian ini diharapkan dapat memberikan rekomendasi desain arsitektur yang mempertahankan nilai-nilai budaya lokal, mendukung keberlanjutan pariwisata, serta memberikan pengalaman baru bagi wisatawan.

INTRODUCTION

Lagundri Beach, in South Nias Regency, is one of the famous tourist destinations, known for its stunning natural charm. This natural potential has attracted a lot of attention for the development of the tourism sector, including the construction of resort hotels. However, in the process of planning and building tourism facilities, local cultural values are often not

optimally integrated, which can lead to a loss of local identity. Therefore, it is important to apply the concept of Neo-Vernacular Architecture, which combines traditional elements with modern technology, in the design of resort hotels in the Lagundri Beach area. This aims to maintain a balance between tourism progress and the preservation of local culture and environmental sustainability.

Table 1 Resort Hotel Planning

Location	Region	Types of Resorts	Cultural Integration	Neo-Vernacular Elements	Environmentally Friendly Features	Tourist Arrivals (2023)	Cultural Preservation	The Impact of Local Empowerment
Lagundri Beach	Nias Islands	Resor & Hotel	High	Yes	Yes	150,000	High	High
Kuta Beach	Bali	Resor & Vila	Moderate	Yes	Yes	250,000	Moderate	Moderate
Sanur Beach	Bali	Resor & Hotel	Moderate	Yes	Yes	220,000	Moderate	Moderate
Pink Beach	Komodo	Eco-Resort	High	No.	Yes	50,000	Low	High
Nias Beach	Nias Islands	Resor & Hotel	High	Yes	Yes	100,000	High	High

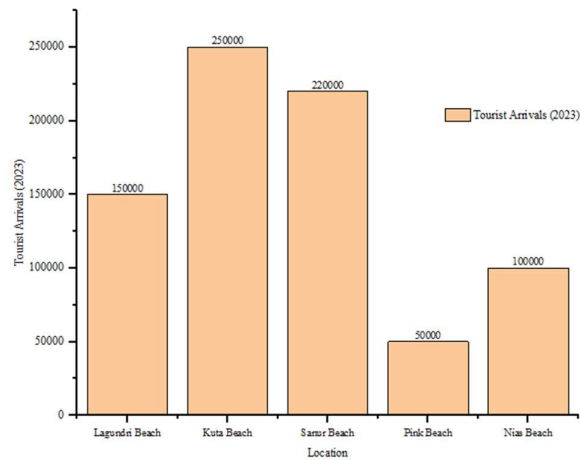


Figure 1 Location graph of visitor arrivals

Traditional Nias architecture, such as the Omo Hada traditional house, is renowned for its structural strength, which can withstand earthquakes and extreme weather, as well as its high cultural value. However, the number of these traditional houses is declining due to limited maintenance, costs, and changes in people's lifestyles [1][2]. Therefore, there is an urgent need to integrate traditional Nias architecture with modern design to introduce and preserve local culture through the development of tourism facilities [3].

Neo-vernacular architecture presents itself as a design solution that combines traditional local elements with modern architectural innovations. This approach aims to create buildings that not only fulfill modern functions, but also accommodate local cultural identities [4]. The application of neo-vernacular architectural themes in the planning of resort hotels on Lagundri Beach is expected to provide a new experience for tourists and increase the attractiveness of tourism, while preserving the cultural wealth of Nias [5].

Previous studies have shown that the application of neo-vernacular architecture can revive elements of local culture, provide aesthetic and sustainability benefits, and enhance the overall tourist experience [6].

This study aims to analyse the characteristics of traditional South Nias architecture, with a focus on local cultural elements that could inform the design of resort hotels in the Lagundri Beach area. Additionally, the study will explore the application of neo-vernacular architectural principles in the design of resort hotels integrated with the local environment and culture [6]. The study will assess the impact of applying neo-vernacular architecture on tourist appeal in terms of both aesthetics and cultural sustainability. Ultimately, the study will develop architectural design recommendations combining traditional Nias elements with modern design innovations to create a strong local identity aligned with current tourism needs [7][8].

State Of The Art

Despite its recognised benefits, there are still challenges in effectively implementing neo-vernacular architecture in hotel resort planning. Several studies have highlighted the lack of comprehensive integration of local cultural elements with modern functional requirements, resulting in designs that either weaken cultural identity or compromise operational efficiency [9][10][11]. Furthermore, a standard framework for balancing traditional aesthetics

with contemporary needs across different regions of Indonesia is lacking [12][9][13]. There is also controversy over the extent to which modernisation should influence vernacular forms, with some advocating strict preservation and others favouring adaptive reinterpretation [14][15]. Failure to address this gap could undermine cultural sustainability and tourist satisfaction, which could affect regional economic development [16].

Research gap

Although a number of studies have examined the application of neo-vernacular architecture in various development contexts in Indonesia, little research has specifically addressed its use in resort hotel planning in the Lagundri Beach area of South Nias Regency. Most existing studies focus on the application of neo-vernacular architecture in urban areas or areas that are more advanced in the tourism sector [17][18]. Furthermore, studies examining the incorporation of traditional elements into resort hotel design in coastal regions boasting a rich local culture, such as South Nias, are scarce.

A key gap in the existing literature is the absence of studies discussing the integration of local Nias cultural elements, such as carving motifs or traditional building structures, into modern architectural designs that meet the functional requirements of resort hotels. This study also highlights the absence of an in-depth evaluation of the social, cultural and economic impacts of applying neo-vernacular architecture to increase tourist appeal and support sustainable tourism in the area [19][20]. Furthermore, while there are several studies on the successful application of neo-vernacular architecture, none specifically examine its influence on cultural identity development and local economic improvement in Lagundri Beach. This study therefore focuses on filling this gap by examining how the principles of neo-vernacular architecture can be effectively applied to the design of resort hotels in the Lagundri Beach area and the potential contribution to preserving local culture and strengthening the region's tourism appeal [21].

Research Novelty

This research contributes to the field of architecture by examining the application of neo-vernacular themes in the design of resort hotels at Lagundri Beach in South Nias Regency. This area is renowned for its rich local culture and as a popular coastal tourist destination. This research is novel in its application of local South Nias cultural elements, such as carving motifs and traditional building structures, integrated with modern designs to create a strong sense of identity and cultural relevance within the tourism context [22]. The study also sheds new light on the impact of neo-vernacular architecture on tourist appeal and local economic sustainability, a topic that has not been widely discussed in existing literature. Thus, this study proposes a new approach to combining modern architectural design with local cultural values to promote sustainable tourism development in the region [23].

METHODOLOGY

This research method uses a descriptive, qualitative approach [24] to prioritise an in-depth understanding of the application of neo-vernacular architecture in the planning of resort hotels in the Lagundri Beach area of the South Nias Regency. This approach was chosen because the research aims to explore how local cultural elements can be integrated into the architectural design of resort hotels. Data collection was carried out through:

1. Literature study: Reviewing books, journals and articles related to neo-vernacular architecture and local Nias culture, exploring concepts relevant to the research.
2. Field observations: Direct observation of the characteristics of traditional architecture in Lagundri Beach and its surroundings, including building structures, motifs and the use of local materials.

3. In-depth interviews: Interviewing architecture experts, tourism managers and local community members to gain insight into desires and needs regarding resort hotel design that integrates local culture.
4. Case studies: Analysing the application of neo-vernacular architecture in similar locations in Indonesia and abroad,

identifying the advantages and challenges of applying this theme to similar projects. Once the data has been collected, qualitative analysis techniques will be used to develop architectural design recommendations that combine traditional elements with modern design.

Table 2 Research methodology

No	Aspect	Data Collection Method	Purpose
1	Literature Review	Reviewing books, journals, and articles related to neo-vernacular architecture and local Nias culture	Establishing the theoretical foundation on neo-vernacular architecture and its relevance for the resort hotel in Lagundri Beach
2	Field Observation	Direct observation of traditional architecture and cultural elements in Lagundri Beach and the surrounding area	Identifying cultural elements that can be applied in resort hotel design
3	In-Depth Interviews	Interviews with architecture experts, tourism managers, and local community members	Exploring views on the integration of traditional architecture and the needs for resort hotel design
4	Case Studies	Analyzing the application of neo-vernacular architecture in similar locations (e.g., Bali, Yogyakarta)	Understanding the successes and challenges of applying neo-vernacular architecture in similar projects

RESULTS AND DISCUSSION

Analysis and Interpretation

Location Analysis

The land is located in the Lagundri Beach area.

Land Location: Lagundri Beach, Teluk Dalam District, South Nias Regency, North Sumatra.

Land Use: Commercial and Tourism

Land Area: 30,000 m² (3 ha)

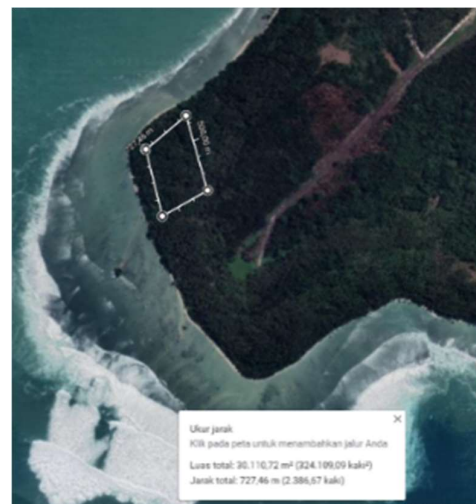


Figure 2 project location

View Analysis

- The west and north face the beach.
- The east and south face vegetation.

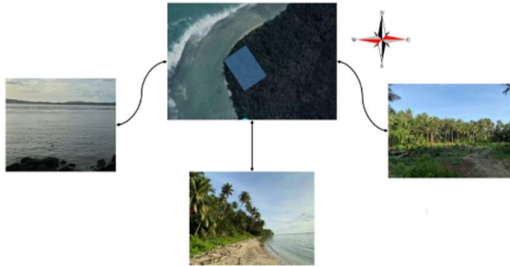


Figure 3 View Location

Accessibility Analysis

Transportation access to the site can be done by vehicle; motorbike and car via the main road which is 1.26 km away.



Figure 4 Road Access

Building Analysis

The Omo Hada (*community houses*) in Bawamataluo village are all the same height due to the contours of the land. The Omo Hada is divided into a front and back room. The first room has a floor level for receiving guests. The back room has two rooms: a bedroom and a kitchen, with a basement for livestock. Traditional houses are built in rows and facing each other, serving as earthquake-resistant structures that reinforce each other. Stone foundations, laid underground, support the crisscrossing wooden pillars of traditional houses.

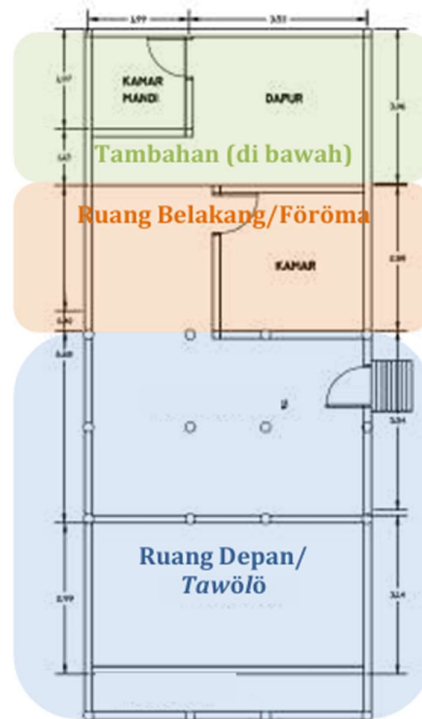


Figure 5 Community House Plans



Figure 6 Community House

Omo Sebua is a traditional house inhabited by the king and his family. This traditional house measures approximately 300m², stands 22m tall, and features carved ornaments on the walls. It is constructed without nails, using hollowed-out pieces of wood, and uses small, sharpened pieces of wood to connect the pieces. Community houses and traditional houses share a relatively typical spatial division, with traditional houses being larger than community

houses, serving as gathering places for large groups.



Figure 7 Traditional House Plan



Figure 8 Traditional House of Bawamataluo Village

View Concept

The view of the hotel resort will face east, southeast and west.



Figure 9 View from outside the project



Figure 10 view project

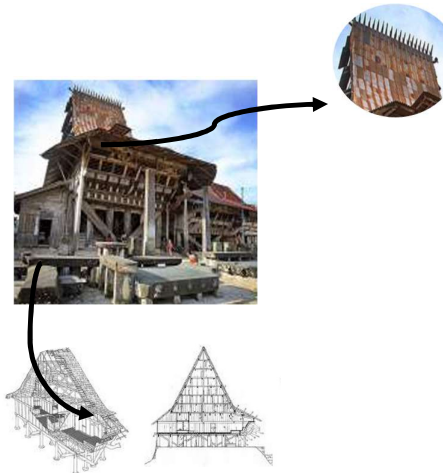


Figure 11 Traditional House of Bawamataluo Village

The traditional houses of Bawamataluo village have ornaments on the roof called bure and talinambumu. Bure means decoration but is referred to as a royal crown to mark the

homeowner as king, and another meaning also functions as a wind shield. Talinambumu means a hearing aid. The Bawamataluo traditional house is characterized by its diagonal placement of wooden poles and pillars for support and reinforcement, without direct contact with the ground. This traditional house is constructed with an earthquake-resistant structure.

The neo-vernacular architectural theme for the main building takes the form of the traditional houses and culture of the Bawamataluo village of South Nias. This theme is applied to the traditional houses, ornaments, spatial layout, and environment.

The main building, namely the hotel, takes the form of a traditional rectangular house, and the roof shape (sago) of the building is a characteristic of the traditional houses of Bawamataluo village, South Nias, which have a roof shape that rises upwards and uses bure as a roof ornament.

The application of spatial planning is also carried out for zoning the hotel space on each floor, the public floor is on the ground floor, semi-public is on the 2nd floor and private is on floors 3, 4, 5, 6.

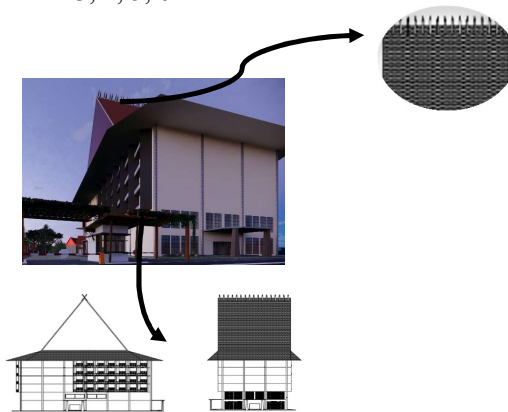


Figure 12 Hotel Design View

In the resort building, the residential buildings of the people of Bawamataluo Village, South Nias, are implemented, the concept of taking the form of the building, spatial layout and ornaments.

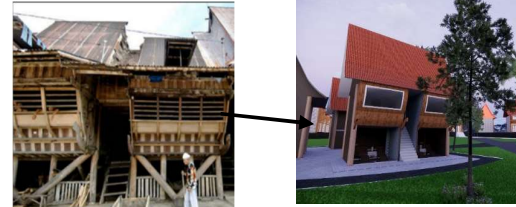


Figure 13 Village Community House

The concept of the building is implemented in a rectangular shape, adopting the roof shape and the window shape known as jarajara, and adopting the spatial layout concept of a residential community that has circulation in the middle between the two houses to enter the second floor. The resort building concept also adopts an ornament called sikhooli.

CONCLUSION

Change and development never stop in line with changing times, which are connected between form, physical form, culture, and nature. Changes in architecture also influence existing culture, and traditional housing and settlements can also change. The concept of Neo-Vernacular Architecture in the Postmodern era combines two aspects: local and modern culture.

The application of the Neo-Vernacular Architecture theme to hotels and resorts creates a modern feel but does not alter the value and function of traditional buildings, including physical elements such as ornamentation, spatial layout, and traditions. Therefore, the application of this theme is carried out to preserve local environmental and cultural values, while also providing tourists with an understanding of local culture.

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