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DAFTAR LAMPIRAN

Kuesioner

Ilustrasi Denah Lantai 1

Ilustrasi Denah Lantai 2

ABSTRAK

Gaya hidup wanita di kota-kota besar menjadi sangat penting, salah satunya adalah dengan merawat kecantikan. Bagi wanita kecantikan itu dapat mempengaruhi persepsi seseorang, karena apa yang terlihat dari luar menunjukkan kepribadian seseorang. Karena itu, wanita membutuhkan klinik kecantikan yang memfasilitasi kebutuhan mereka.

Klinik kecantikanpun harus memperhatikan kenyamanan konsumennya, salah satunya dengan desain interior. Desain interior yang digunakan sebaiknya menggunakan desain feminim karena konsumen klinik kecantikan mayoritas adalah wanita.

Penelitian ini bertujuan untuk mengetahui ciri-ciri dari desain feminim, dengan mengumpulkan literatur yang ada serta menyebarkan kuesioner untuk mengetahui pandangan orang tentang ciri-ciri desain feminim, kemudian dibandingkan dengan keadaan klinik kecantikan yang menjadi objek studi.

Hasil penelitian ini akan menunjukkan bahwa desain interior yang digunakan pada klinik kecantikan sudah feminim namun hanya mendominasi pada beberapa elemen desain ruang interior.

ABSTRACT

Lifestyles of women in big cities are very important, one of which is beauty care. For a woman's beauty can affect a person's perception, because what is visible from the outside shows the personality. Therefore, women need beauty clinics that facilitate their needs.

Beauty clinics should pay attention to consumer comfort, one of which is interior design. Interior design that is used should use feminine designs because the majority of beauty clinic's consumers are female.

This study aims to determine the characteristics of feminine design, the existing literature by collecting and distributing questionnaires to find out the perception of feminine design features, and then compared with a beauty clinic which became the object of study.

The results of this study will show that the interior design has been used in feminine beauty clinics but only on a few design elements dominate the interior space.