

ABSTRAK

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PERANCANGAN INTERIOR *TEA EXPERIENCE CENTER*

(XVII + 91 halaman: 65 gambar; 5 tabel)

Teh merupakan minuman kedua yang paling banyak dikonsumsi di dunia setelah air putih dan memiliki banyak manfaat kesehatan. Indonesia, dengan iklim tropisnya yang mendukung, merupakan salah satu produsen teh terbesar di dunia, dengan mayoritas produksinya berasal dari Jawa Barat. Konsumsi teh di Indonesia masih rendah akibat kurangnya edukasi dan promosi yang efektif. Diperlukan inovasi berupa fasilitas edukatif dan pengalaman interaktif untuk meningkatkan apresiasi masyarakat terhadap teh, sekaligus mendukung industri teh lokal agar lebih berkembang.

Perancangan ini menggunakan pendekatan desain naratif dan multisensori untuk menciptakan perjalanan eksploratif bagi pengunjung. Pendekatan desain naratif digunakan untuk menyusun alur pengalaman yang membawa pengunjung memahami teh dari berbagai aspek, sedangkan pendekatan multisensori diterapkan melalui elemen visual, aroma, rasa, tekstur, dan suara yang berkaitan dengan teh.

Ruang utama dalam *Tea Experience Center* mencakup *Tea Gallery*, *Tea House (Dining)*, *Tea Sensory Workshop + Shop*, yang saling mendukung satu sama lain dan dirancang untuk memberikan edukasi sekaligus pengalaman menikmati teh secara mendalam. Hasil dari perancangan ini diharapkan dapat memberikan pengalaman yang tidak hanya edukatif, tetapi juga imersif sehingga dapat meningkatkan apresiasi terhadap teh serta memperkuat budaya minum teh di Indonesia.

Kata Kunci: Teh, *Tea Experience Center*, *Tea House*, *Tea Gallery*, *Tea Sensory Workshop*, *Tea Shop*, Desain Naratif, Multisensori

Referensi: 23 (2015-2025)

ABSTRACT

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TEA EXPERIENCE CENTER INTERIOR DESIGN

(XVII + 91 pages: 65 images; 5 tables)

Tea is the second most consumed beverage in the world after water and has many health benefits. Indonesia, with its favorable tropical climate, is one of the largest tea producers in the world, with the majority of its production coming from West Java. Tea consumption in Indonesia is still low due to lack of effective education and promotion. Innovation is needed in the form of educational facilities and interactive experiences to increase public appreciation of tea, while supporting the local tea industry to grow.

This design uses a narrative design and multisensory approach to create an explorative journey for visitors. The narrative design approach is used to structure the flow of experience that brings visitors to understand tea from various aspects, while the multisensory approach is applied through visual, aroma, taste, texture, and sound elements related to tea.

The main spaces in the Tea Experience Center include Tea Gallery, Tea House (Dining), Tea Sensory Workshop + Shop, which support each other and are designed to provide education as well as an in-depth tea experience. The result of this design is expected to provide an experience that is not only educational, but also immersive so as to increase appreciation for tea and strengthen the culture of drinking tea in Indonesia.

Reference: 23 (2015-2025).

Keywords: Tea, Tea Experience Center, Tea House, Tea Gallery, Tea Sensory Workshop, Tea Shop, Narrative Design, Multisensory