

## ABSTRAK

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Program Studi : Teknik Arsitektur  
Judul Laporan Tugas Akhir : Perancangan Gedung Mice KAI Corporate University dengan pendekatan Kontemporer Vernakular  
Pembimbing : Prof. Bambang Heryanto, M.sc., Ph.D

Kemajuan pesat dalam skala global dan pertumbuhan signifikan dalam populasi telah mendorong kemajuan dalam desain bangunan, terutama bangunan publik yang ditujukan untuk menarik wisatawan. Sektor ini memiliki potensi besar dalam meningkatkan pendapatan negara. Salah satu strategi efektif untuk mempromosikan potensi suatu negara adalah melalui kegiatan Meeting, Incentive, Convention, dan Exhibition (MICE), yang menggabungkan perjalanan rekreasi dengan kegiatan profesional. Partisipasi dalam program MICE diharapkan dapat meningkatkan keterampilan anggota tim dan pendapatan bisnis mereka. Penerapan arsitektur kontemporer vernakular pada bangunan MICE menjadi fokus penting, menggambarkan harmoni antara tradisi lokal dan kemajuan arsitektur modern.

Analisis dan perancangan bangunan MICE memerlukan perhatian pada berbagai aspek, termasuk lokasi, desain fasilitas, aksesibilitas, teknologi, fleksibilitas ruang, keberlanjutan, kenyamanan, keamanan, dan estetika. MICE KAI Corporate, sebagai pusat kegiatan vital di Bandung, diharapkan memberikan manfaat besar bagi perusahaan dan masyarakat setempat. Dengan inspirasi dari vernakular kontemporer, desain gedung ini mencerminkan identitas unik Jawa Barat dan PT. KAI

**Kata Kunci : Incentives, . MICE KAI Corporate, Kontemporer, Meeting, Incentive, Convention, dan Exhibition, ARSITEKTUR VERNAKULAR KONTEMPORER**

## ABSTRACT

Name : Yasril Kuncoro Nedi  
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Study Program : Architecture Engineering  
Title of Final Project Report : Designing the KAI Corporate MICE Building  
University with a Contemporary Vernacular  
Approach  
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Rapid global advancement and significant population growth have propelled innovations in building design, particularly in public structures aimed at attracting tourists. This sector holds substantial potential for boosting national revenue. One effective strategy to showcase a country's potential is through Meeting, Incentive, Convention, and Exhibition (MICE) activities, which blend recreational travel with professional endeavors. Participation in MICE programs is expected to enhance team members' skills and increase their business revenue. The application of contemporary vernacular architecture in MICE buildings becomes a crucial focus, depicting harmony between local traditions and modern architectural advancements. Analysis and design of MICE buildings require attention to various aspects, including location, facility design, accessibility, technology, space flexibility, sustainability, comfort, safety, and aesthetics. MICE KAI Corporate, as a vital activity center in Bandung, is expected to provide significant benefits to the company and the local community. Inspired by contemporary vernacular architecture, the design of this building reflects the unique identity of West Java and PT. KAI

**Keywords: Incentives, MICE KAI Corporate, Contemporary, Meeting, Incentive, Convention, and Exhibition, CONTEMPORARY VERNACULAR ARCHITECTURE**