

## ABSTRAK

*Sonny Sutanto merupakan seorang arsitek yang telah lama berkecimpung dalam dunia arsitektur. Sudah banyak bangunan yang telah Sonny sutanto rancang, terdiri atas perkantoran, residence, villa terutama bangunan hotel. Selama 25 tahun pengalamannya, Sonny Sutanto menerima beberapa Architectural Design Awards, lokal (dari Institute of Architects) dan International Awards dari Asosiasi Arsitek Asia (ARCASIA), juga dari media Asia dan lokal. Penelitian ini bertujuan untuk mengeksplorasi karakteristik visual fasad Hotel The 101 Mencari tahu apa yang melatar belakangi munculnya karakteristik visual fasad pada desain Hotel The 101 karya Arsitek Sonny Sutanto. Dengan begitu akan mempermudah peneliti sekaligus pembaca untuk mengetahui ciri khas/karakteristik dari karya desain Arsitek Sonny Sutanto. Penelitian ini menggunakan metode kualitatif deskriptif yaitu mengumpulkan data primer dan wawancara dengan arsitek Sonny sutanto. Dari hasil analisa disimpulkan bahwa karakteristik visual yang di aplikasikan pada fasad Hotel The 101 karya Arsitek Sonny Sutanto tidak terlalu menonjolkan karakteristik yang terlalu kuat pada ke-5 (lima) fasad Hotel The 101. Meskipun belum terlalu menonjolkan karakteristik visual yang kuat, namun terlihat pada fasad bahwa ornamen memiliki peran dalam karakteristik yang diangkat dari lokalitas budaya masing-masing Hotel The 101.*

**Kata Kunci :** Karakteristik, Visual, Karakteristik Visual, Fasad, Hotel

## ABSTRACT

*Sonny Sutanto is an architect who has long been in the world of architecture. Already many buildings that have been designed Sonny sutanto, consists of offices, residence, villa especially hotel buildings. During his 25 years of experience, Sonny Sutanto received several Architectural Design Awards, local (from the Institute of Architects) and International Awards from the Association of Asian Architects (ARCASIA), as well as from Asian and local media. This study aims to explore the visual characteristics of the facade of the Hotel The 101 Find out what the background of the emergence of the visual characteristics of the facade on the design of the Hotel The 101 by Sonny Sutanto Architect. That way will facilitate researchers as well as readers to know the characteristics / characteristics of the design work Sonny Sutanto Architect. This research uses descriptive qualitative method of collecting primary data and interview with architect Sonny sutanto. From the results of the analysis concluded that the visual characteristics applied on the facade of Hotel The 101 by Sonny Sutanto Architect did not emphasize too strong characteristics on the 5 (five) facades of The 101 Hotel. Although not yet strongly highlight the strong visual characteristics, but seen on the facade that the ornaments have a role in the characteristics raised from the cultural locality of each Hotel The 101.*

**Keywords :** *Characteristics, Visual, Visual Characteristics, Facade, Hotel*