

ABSTRAK

Prasasya, Dite. 2011. **The Design of Beauty and Fitness Care Center for Women in Bali**. Advisors: Tarranita Kusumadewi, MT and Yulia Eka Putrie, MT.

Beauty and fitness center for women in Bali is a treatment place that consists of massage therapy for the whole body, body scrub, whitening masker, music therapy, aromatherapy, milk shower/aromatherapy shower. With many treatments served, it will make the whole body to be clean, smooth, and taut and gives nutrition for the skin. Besides, it is also relaxing muscles, body detoxification to increase body immune system, relieving solicitudes, anger and depression, avoiding allergy and diabetic symptoms.

Nowadays in Bali, there has been many beauty care center, especially in Kuta because it constitutes the place that mostly crowded. The beauty centers in Kuta are mostly beauty shop and spa. It occasionally met the beauty care center with beauty shop, spa and yoga facilities at once.

Beauty and fitness center for women is a place that serves all kinds of body treatment activities for women from hair to toe. This place is not only give treatment for outer women's body only, but also their inner body too. All facilities of body and beauty treatment in this center will facilitate women to have treatment. Today, women will choose the easier and faster one. By this beauty and fitness center in an area will be the alternative choice.

Beauty and fitness care center for women is devoted for women tourists who come to Bali. This object will be design with women characteristics in Bali and the daily life of Balinese women in Bali physically. So that, the form and image of this building resembles to Balinese women attitude. Balinese society as the commonly society in the world is a society that has background of paternalistic so-called as "pancar-purusa" or "purusa-istik". Yet, in fact, the position of Balinese women is not low. Even in many socio cultural activities and religious, they have central and noble role. It is like to be pedanda istri (woman pastor), or pemangku istri (woman as the leader in ceremonial in pura). The character of Bali women commonly is very religious, having work ethic, sraddha bhakti (faith and confidence), as the children educator, having intelligence balance (emotional, intellectual, spiritual). Meanwhile, the daily life of Balinese women physically is wearing bun, (sanggul), sesenteng (kemben songket), wastra fabric, prada belt (stagen), twisting hip and breast, selendang songket to the shoulder down, kain tapih or sinjang in inner, many jewelry ornaments, often they wear kebaya, breast cover, and footwear as the complement, and frangipani flower.

The design of beauty and fitness care center for women in Bali implements a concept that is inspired from the metaphor of women in Bali from the way they wear clothes and their daily attitude. Combination metaphor; they are two things, real and not real. The use of metaphor theme will take the analogy of Balinese women attitude and their daily wear.

Key words: center, treatment, beauty, fitness, women, Bali