



ABSTRAK

Pemberian *branding* baru pada Kota Solo sebagai pusat kawasan Solo Raya dari “*The Spirit of Java*” menjadi “*The Wellness City of Java*” terjadi pasca pandemi Covid-19 atau era *New Normal*. Slogan baru tersebut menitikberatkan pada konsep *wellness tourism* yang menjadi inovasi pemulihan gangguan kesehatan mental akibat Covid-19. Di saat yang bersamaan, arsitektur berkembang mengikuti konsep *wellness tourism* dengan hadirnya tipologi baru yaitu *wellness center*. *Wellness center* merupakan pusat kebugaran yang bertujuan untuk mencapai kesejahteraan yang menyeluruh (holistik) baik secara jasmani/raga maupun rohani/jiwa.

Hadirnya inovasi arsitektur berupa tipologi *wellness center* membawa angin baru di tengah masyarakat. Penyembuhan gangguan kesehatan mental dengan metode lama di rumah sakit jiwa meninggalkan stigma buruk bagi sebagian lapisan masyarakat. Hal tersebut membuat penderita gangguan kesehatan mental mendapat tekanan sosial sehingga urgensi mencapai kesejahteraan holistik serta kesehatan mental pun menurun. Jika dibiarkan, permasalahan ini akan menjadi semakin krusial mengingat probabilitas bertambah parahnya kondisi gangguan kesehatan mental ringan menjadi penyakit kejiwaan berat.

Berdasarkan isu dan permasalahan tersebut, penulis mengangkat gagasan berupa perancangan *Java Wellness Center* sebagai respon solusi arsitektural. Bangunan dirancang dengan menggunakan pendekatan *healing architecture* yang selaras dengan tujuan pemulihan gangguan kesehatan mental dan mencapai kesejahteraan holistik. Perancangan ini diharapkan mampu menyelesaikan urgensi realisasi dari *branding* baru Kota Solo serta penyembuhan gangguan kesehatan mental melalui *holistic treatment* yang aman dan nyaman bagi semua orang.

Kata kunci: *Branding* Kota Solo, Pandemi Covid-19, Kesehatan Mental, *Wellness Center*, *Healing Architecture*.



ABSTRACT

Providing the new branding of Solo City as the center of Solo Raya District from “The Spirit of Java” to “The Wellness City of Java” occurred after the Covid-19 pandemic or the New Normal era. The new slogan emphasizes the concept of wellness tourism which is an innovation in recovering mental health disorders due to Covid-19. At the same time, architecture developed following the concept of wellness tourism with the presence of a new typology, named wellness center. Wellness center is a well-being program that aims to achieve holistic well-being both physically and spiritually.

The presence of architectural innovation in the form of wellness center typology brings a new air in the community. Healing mental health disorders with old methods in mental hospitals leaves a bad stigma for some layers of society. This makes people with mental health disorders get social pressure so that the urgency of achieving holistic well-being and mental health decreases. If left unchecked, these problems will become even more crucial given the probability of a mild mental health condition worsening into a severe psychiatric illness.

Based on these issues and problems, the author raises the idea of designing Java Wellness Center as a response to architectural solution. The building is designed using a healing architecture approach that is in line with the goal of recovering mental health disorders and achieving holistic well-being. This design is expected to be able to resolve the urgency of realizing the new branding of Solo City and healing mental disorders through holistic treatment that is safe and comfortable for everyone.

Keywords: Solo City Branding, Covid-19 Pandemic, Mental Health, Wellness Center, Healing Architecture.