BAB V
KESIMPULAN DAN SARAN

A. Kesimpulan

Penerapan pendekatan *human-centered design* pada perancangan interior bus AKAP *double-decker* memberikan solusi yang berfokus pada peningkatan persepsi kenyamanan dan menghadirkan *new experience* bagi pengguna bus AKAP *Double-decker* secara visual. Pendekatan ini membantu proses perancangan interior bus AKAP *Double-decker* dengan perancangan yang berbeda dengan menempatkan kebutuhan, preferensi, dan pengalaman pengguna sebagai inti dari proses perancangan.

Guna menghadirkan pengalaman baru bagi pengguna dengan menghadirkan sensasi perjalanan layaknya berada di dalam pesawat, gaya modern *luxury* futuristik menjadi dasar dalam perwujudan perancangan, yang tercermin melalui penerapan bentuk furnitur ergonomis serupa kursi kelas Busnis pada pesawat. Perancangmenggunakan kursi *reclining* yang dilengkapi meja lipat individual dan pencahayaan ambiens untuk menciptakan atmosfer eksklusif dan nyaman. Material bertekstur lembut dengan pilihan warna monokrom dan netral memperkuat kesan premium dan rileks, sementara bentuk interior yang melengkung secara halus memberikan sentuhan futuristik sekaligus menunjang kenyamanan visual sepanjang perjalanan.

Teknologi sensoris dan fitur inovatif, seperti pencahayaan yang dapat disesuaikan, *port* pengisian daya di setiap kursi, konektivitas *Wi-Fi* stabil, dan sistem hiburan personal, juga menghadirkan pengalaman perjalanan yang

modern dan futuristik. Inovasi tersebut tidak hanya meningkatkan kenyamanan fungsional, tetapi juga meningkatkan kepuasan pengguna secara keseluruhan.

B. Saran

Pengembangan teknologi interaktif yang lebih canggih, seperti sistem informasi berbasis layar sentuh atau asisten virtual, berpotensi memberikan pengalaman yang lebih personal dan intuitif bagi penumpang. Penambahan area privat atau semi-privat, seperti kabin individu, juga mampu memberikan pengalaman eksklusif yang menyerupai perjalanan kelas Busnis di pesawat.

Pelaksanaan evaluasi berkala terhadap perancangan interior dan fasilitas bus menjadi langkah krusial untuk menyesuaikan diri dengan perkembangan teknologi dan kebutuhan pengguna yang terus berkembang. Strategi pemasaran yang menonjolkan konsep "pengalaman seperti di pesawat" perlu ditingkatkan guna memperkuat citra inovatif bus AKAP *double-decker* dan menarik minat lebih banyak penumpang.

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