



SUARGA PADANG PADANG

POSITIONING DESCRIPTIVE WORDS

Adaptive	Energy	Influence	Noble	Symbolic
Adept	Engaging	Ingenious	Nostalgic	Texture
Artistic	Enriching	Inspired	Nurturing	Thoughtful
Authentic	Environment	Inspiring	Organic	Timeless
Balanced	Essence	Integrity	Positive	Togetherness
Belong	Essential	Intelligent	Precious	Touch
Blending	Evocative	Intention	Preserve	Understated
Comfortable	Experience	Intimate	Promising	Uplifting
Community	Feeling	Intuitive	Purpose	Value
Connected	Flow	Journey	Purposeful	Vibe
Conscious	Genuine	Layered	Real	Village
Conserve	Gift	Lifestyle	Relaxing	Vision
Culture	Graceful	Lively	Resourceful	Warm
Cultured	Gracious	Local	Respectful	Way of thinking
Delicate	Hand-craft	Locale	Responsible	Well-founded
Destination	Harmonious	Meaningful	Romantic	Well-intended
Discovery	Healthy	Memorable	Rustic	Well-placed
Discreet	Home	Memories	Sincere	Worthwhile
Distinct	Hope	Modest	Space	Worthy
Distinctive	Humble	Native	Strong	
Eclectic	Ideal	Natural	Subtle	
Enduring	Impression	Nature	Sustainable	

SUARGA IS NOT

Busy	Limited
Chic	Limiting
Cluttered	Loud
Commercial	Mainstream
Common	Mass
Crowd-pleasing	Obvious
Eco	Opulent
Eco-friendly	Overt
Eco-lodge	Posh
Extravagant	Pretentious
Fashionable	Standard
Funky	Stylish
Grand	Superficial
Green	Superior
Hip	Superlatives (Best / Biggest / Largest / Most ...)
Intimidating	Trendy
Lavish	Usual