

ABSTRACT

Interior Redesign NEO+ Bandung Hotel With Branding Approach

Safi Nur Indahsari

1403120095

Bandung is the largest city in West Java and the tourist town which economic growing rapidly. One of the causes of economic development is the development of business, investments, nature tourism and convention tourism. To support the business activity, the hotel became one of the vital infrastructure functions. Besides being a place of lodging. The hotel also as a means of supporting business meeting, entertainment and recreation. The rapid economic and charm of the city of Bandung in line with domestic demand for hotel business is well managed with a standard five-star hotel and conference facility quality. Hotel NEO+ is a 3 star hotel, one of the brands of the Archipelago Internasional. The problems that exist in the existing NEO+ Bandung Hotel is spacious space is limited, when compared to the design of a three star hotel. This led to a few areas in NEO+ Bandung Hotel as in the service area and offices are not in accordance with the needs of the amount of space that is based on the standard requirements and activities therein. Other problems such as the spacious room and standard facilities that are not in accordance with the standard three-star hotel, for example in a hotel room. Design circulation zone or less match the orientation of the building, their existing constraint such as columns, elevators, and the stairs were not inviolable.

As well as the most important constraint branding design demands that there should be on designing and redesigning NEO+ Hotel according to the provisions of the Archipelago International. So redesigning NEO+ Bandung Hotel using branding approach according to the provisions of the Archipelago International and needs NEO+ Bandung Hotel, the need in question is giving atmosphere of 4 and 5 star hotel, on the interior NEO + Bandung Hotel which is

a 3 star hotel and to overcome the problems existing that exist in NEO+ Bandung Hotel is by making changes to zoning and circulation in accordance with the orientation of the building, was to move the service area at NEO + Bandung Hotel and substituting public areas so that the open circulation using the new design concept layout of open space, so that visitors can see the flow of circulation with clear, and feel the comfort due to the space requirements in accordance with the appropriate visitor capacity concept NEO+ Bandung Hotel. Service areas and offices were moved to the basement floor and the first floor by taking into account the needs of the activity, the amount of space, and the flow circulation existing building. Spacious living room fixing in accordance with the provisions Star is 22 m² and 44m² as well as adding a gym and spa facilities which are required facilities that must exist in a three star hotel in accordance with government regulations, “Kep. Director General of Tourism No. 14 / U / II88”.

Keywords: *Hotel, NEO + Bandung Hotel, Branding*