

INTERIOR DESIGN PLANNING OF ALANA HOTEL IN SENTUL CITY

ABSTRACT

Integrated city of Sentul City is located of the fastest growing in southern Jakarta. Sentul City were the first planned and widest in Indonesia intended to ensure quality of life by integrating fully nature. Sentul City apply urban development sustainable green and innovative to ensure family and community consistently enjoy their experience to stay, play, and work. With a facility tourism and businessmen making Sentul City as a potential destinations and the meeting that draws of denseness activities in Jakarta. To there needs to be accommodation that are amenable to these activities.

From this phenomenon, Archipelago International, which is the company's management for the largest hotel and resort in Indonesia has a chance and one to look at the market target of tourists and business people in Sentul City, Bogor, Jakarta and the surrounding areas to build hotel in Sentul. As the purpose of giving accommodation in Sentul City so that *Archipelago International* build a 4-star hotels namely Alana who was one of its subsidiaries.

Because of that it was the intention of the design of it would create Alana Hotel in appropriate design to support the concept of *branding* of an Archipelago International, which is presenting the atmosphere 4-star hotels with facilities hotel in accordance with their needs for tourists and businessmen doing activities. According to the concept Alana Hotel who offers scenes of comfortable and soothing by applying local locality element .The hotel is expected to be an attraction for tourists and business that require accommodation and a means of business in Sentul City.

Keywords: *Sentul City*, Archipelago, Alana Hotel