

## **ABSTRACT**

Bandung is the largest metropolitan city in Indonesia and occupies the first position in West Java, this makes the City of Bandung as one of the main destinations of tourism and education. Developments in these two sectors affected regional economic development, especially in urban areas.

However, with the increase in the regional economy, local culture began to be abandoned, in terms of architecture, especially hotel architecture, the styles that are often used are modern styles, compact hotels, and futuristic impression. Therefore, through the design of El Royale Hotel Bandung, it is hoped that the local culture of Bandung can continue to be displayed in line with the trend of modern style.

The El Royale Hotel tagline is "local hospitality", in this case, local culture wants to remain presented, both in the hotel room and in the services provided.

In this design, the concept used is "Hegar". This word refers to the name El Royale Hotel in the early 1960s. This word stems from an accidental error in the pronunciation of the name Van Hengel, which was later replaced with Sundanese words, panghegar, pang- which means to make and fresh which has a clean and pleasant meaning. Those characteristics are what want to be displayed in the design.

This design is expected to produce designs that can display the local culture of Bandung, but also provide a warm, comfortable and unique space experience to the space user.

**Keywords:** Hotel, Bandung City, Colonial, Local Hospitality