

ABSTRACT

Dago is a beautiful area in Bandung City, West Java, which is a popular tourist destination. There are many inns in the area that offer a range of services to ensure visitors' comfort. Bumi Bandhawa Hotel is one such inn, offering a variety of facilities and a strategic location near many interesting cultural attractions. Bumi Bandhawa Hotel serves not only as a recreational facility but also as a means of educating the local community of Bandung City, particularly families. However, there are issues with the hotel's design, such as suboptimal facility operations resulting in a dull and humid building, making visitors feel uncomfortable. The interior design of Bumi Bandhawa Dago Hotel aims to address these issues by providing comfort and attracting visitors. Data collection methods include interviews, observations, field studies, documentation, and literature reviews. Applying space standards according to 3-star hotel guidelines can improve interior design. The design theme is Beautiful Artdeco, which exudes elegant luxury, enhances the cultural identity of Bandung, and utilizes the dynamics of loyalty. This solution addresses the Bumi Bandhawa Hotel problem by providing both comfort and an opportunity for visitors to learn about the cultural characteristics of Bandung.

Keywords: *Bumi Bandhawa Dago Hotel, Interior, Locality Approach*