

ABSTRACT

As a port city , Semarang is a city of culture fusion between Java culture and chinese culture called Peranakan . The results of acculturation can be seen from every aspect of society ranging from hand crafts such as batik and furniture , food , dance , until the shape of the building . Along with the growing economy in the city of Semarang and a culture of europe to asia in the early 1990 's Peranakan culture began to adopt the euro , known as indie style . With a blend of style and design with Java chinese style and little indies style . As tentrem Semarang hotel destinations will become an icon of acculturation hybrid that grows in harmony in the city of Semarang . The atmosphere is built from typical and familiar atmosphere of the city of Semarang but with the hallmark of tentrem the luxury hotels and elegant will create a new experience for every visitor that came to him.

Keywords : *Hotel Tentrem, Peranakan style, Semarang.*