

ABSTRACT

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Study Program : Interior Design
Title : Redesign of Horison Ultima Purwokerto Hotel

Hotel is one of the buildings intended to stop within a certain period with different services and facilities. As one of the principal accommodation, hotel development is increasing competition, one of which Horison Ultima Purwokerto Hotel. Horison Ultima Purwokerto Hotel is the biggest hotel in Purwokerto with the theme of a city resort hotel. Hotel under the auspices of this MGM, overall it has two main components, namely the International standards and utilization of local culture. As part of the Horizon Group, Horison Ultima Purwokerto Hotel already meet the standards for application of color and style of the interior in accordance with the brand Horizon Group, the colors of gold, brown and black as well as modern styles. However, the application of local culture which became one of the main components is not implemented to the maximum so it does not raise characteristics of the hotel. Methods redesign done of programming, primary data, secondary data, and approach the local culture as a stage to collect the data in accordance with the topic of the redesign. The purpose of the redesign is to give interior design solutions Horison Ultima Purwokerto Hotel in the public and private areas by adjusting the Horizon Group brand and application Banyumasan culture thus creating characteristics, experience and a different atmosphere when visiting the hotel.

Keywords: *banyumasan culture, city resort hotel*