

ABSTRACT

PT.Sarinah is a company engaged in retail, hospitality and Hospitality Property. With a vision to become a retailer who bequeaths Indonesia's leading heritage products. With a mission, to increase local and international trade in Indonesian heritage products by becoming a superior company and superior cultural credibility. PT.Sarinah planning made a new hotel that domiciled in the city of Bandung which became a metropolitan city with a combination of a wealth of local heritage and tradition. The city of Bandung is a city that is famous for its history, Sundanese culture, culinary, and nature which has become an icon of Bandung city and is an attraction for local and foreign tourists. Therefore, Sarinah Hotel will become a commercial building that has two main functions, namely Mini mall and Hotel that will use local heritage with traditional Bandung icon designs as local identity icons. In this design, hotel planning will stimulate elements of tradition and pass on local heritage products into the interior. The final task of Sarinah Hotel Design in Bandung City was chosen because there will be a new Sarinah hotel design in Bandung City which is located on Braga Street and as a hotel that will include Indonesia's main main elements in its design, Sarinah Hotel will pattern contemporary style and wealth

This is a theme used "Culture, History & Modern" with the concept of "Bandung Tradition in Modern Comfort" all in terms of several aspects. Aspects, aspects of institutions, aspects of culture, aspects of Bran. Application of distinctive themes and concepts to preserve and explore the heritage of Bandung, especially Sundanese culture and heritage buildings.

The design results with this theme and concept are expected to fulfill the brand identity and benefit many parties which are then applied to the new hotel "Legend Sari Pasific"