

INTERIOR DESIGN OF A 4 STAR CITY HOTEL IN BANDUNG WITH A MODERN SUNDA CULTURE APPROACH

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ABSTRACT

The city of Bandung is one of the leading tourist destinations in West Java Province. The attraction of tourists coming to the city of Bandung is urban tourism, heritage, nature and so on. Over time, one of Bandung's tourism products, namely Sundanese culture, began to be erased by foreign cultures. As an anticipatory measure, the Bandung city government issued a local regulation that obliges Bandung residents to preserve Sundanese culture. This is also written in Perda No. 5 of 2012 and Regional Regulation No. 9 of 2012 article 10 paragraph 1b. No exception, including public facilities such as hotels are also expected to support the introduction of traditional Sundanese culture. Therefore, this design aims to create a City Hotel in addition to a modern appearance, but still elevating the elements of Sundanese culture in it. The method used is the interior design method with the initial stages of the survey followed by the analysis and data synthesis stages. The design concept is the basis for the interior design of the City Hotel. The hotel is located on Jl. Dr. Djunjunan No. 162, Sukagalih, Kec. Sukajadi, Bandung City, West Java. The theme raised is "Jaipong Kawung Anten". The interior design implements the character and philosophy of the dance. With the wall treatment in the design area. And it is marked by the presence of hanjuang tree art in the lobby area and the formation of dynamic furniture. The results of this design are expected to become an iconic hotel in Bandung with the theme "Jaipong Kawung Anten". This interior design is also an effort to preserve Sundanese culture so that it is not forgotten.

Keywords: culture, hotel, interior, Jaipong, Kawung Anten