

ABSTRACT

Bandung is a city with the center of all economic, service, and industrial activities both on a national and international scale, this has made a major influence on the development of tourism in the city of Bandung (Herlambang, 2019). In this case, the hotel is one of the main means of tourism because the hotel is closely related to the tourists who come (Handra, 2015). There are several factors that influence tourist interest in hotel facilities, namely the price and hotel facilities. According to the Operations Director of PT Dyandra Media International, 3-star hotels are the hotels with the highest occupancy due to adequate facilities at economical prices. From a design perspective, to improve these facilities, what needs to be considered is the shaper and filler of the space in order to give a different impression and experience to space users. This can be realized through the application of a corporate identity to the interior, the application attracts visitors and maintains hotel competition from strong competition (Gunawan, et al, 2017). In this design, the author chose Naval Hotel as the object of design with a location on Jl. Wastukencana, Bandung City. The reason is from the results of observations and comparative studies found several shortcomings such as; the lack of a special theme or style in the hotel interior that strengthens the hotel's corporate identity, the need for space that is not in accordance with hotel standards, and the future plans of the Naval Hotel, namely hotel development from 2 stars to 3 stars. To overcome this, a hotel design is made with a corporate identity approach and make designs according to star hotel standards in Indonesian regulations.

Keywords: hotel, facilities, 3-star, corporate identity