

PERANCANGAN INTERIOR CITY HOTEL DI KOTA BANDUNG DENGAN PENDEKATAN CORPORATE IDENTITY

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ABSTRACT

The city of Bandung is widely known as a tourist city. Many people come to Bandung both from local West Java and outside West Java for purposes such as, business, attending events, traveling or shopping. The city of Bandung won a Gold award in the category of Best City for Tourism IAA 2019, CEO of Tempo Media Group. One of the favorite areas for tourists when visiting the city of Bandung is the Dago area. Dago is one of the well-known tourist attractions in the city of Bandung, it can be seen from the 4 Elements of Tourism that it can be described as having an interest for visitors as a one stop holiday place of 0.38 percentage points from the TPK in February 2021 of 33.85%. The TPK for star hotels and non-star hotels has increased. Meanwhile, in the City of Bandung, the occupancy rate of BPSK Bandung from March 28 to April 3, 2021 increased significantly, bringing the occupancy rate of Bandung City to 45.82%. With an increase in tourist visits, there is a need for accommodation that can meet guest facilities. Therefore, it is necessary to build a City Hotel to support accommodation for visitors who want to have a stay of more than 12 hours when visiting the city of Bandung. City hotel is a hotel located in the city center and its surroundings have a tourist attraction, guests who visit city hotels are usually guests with tourist destinations in the city center. One of the City Hotels favored by visitors is Aston Hotel, Aston Hotel is a Chain Group of Archipelago International, Archipelago International itself is one of the leading hotel service companies in Indonesia. Aston is Archipelago's most trusted hotel brand. Aston continues to actively expand globally, expanding its business and development to market. the need for a design that can process an angular room to look optimal in design according to the concept so that it becomes a good and attractive design for visitors, as well as providing facilities that can cover the needs of visitors in hotels with standards at 4-star hotels.

Keywords : Interior Design, Aston City Hotel, Corporate Identity.