

**ABSTRACT**  
**BOGOR FOUR-STAR GRAND SAVERO HOTEL REDESIGN**

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The city of Bogor is one of the leading tourism destinations which is quite well known in several areas of West Java Province, because its location close to the city of Jakarta has an impact on the development of MICE activities in this city. One of the hotels in Bogor that has benefited from this MICE activity is the Grand Savero Hotel. The redesign of the Four Star Grand Savero Hotel aims to help hotels participate in the growing tourism industry. to reach its maximum potential. Based on the existing potential, a brand identity is needed to strengthen the character so that it becomes a destination for tourists who go on business trips. Branding is a method of increasing customer loyalty and creating awareness, branding includes a name, term, sign, symbol, design, or a combination of anything that identifies a brand. The design of this hotel is based on applicable hotel standards, comparative studies, and precedent studies as the foundation for a better design. Keywords: Bogor, Business Hotel, MICE, Brand Identity.

*Kata Kunci : Bogor, Business Hotel, MICE, Brand Identity.*