

## **ABSTRACT**

*The Majesty is a service company that provides lodging and residential facilities under the auspices of PT Bird Hotels & Residences. At the beginning of its construction, The Majesty functioned as an apartment and it was growing by adding the function of a 4-star hotel. The Majesty has a vision, which is "To become a Management Service Company that manages Hotels and Apartments that have 5-star service quality". One of its missions is to create a strategy for promotion, marketing, and sales by prioritizing quality to generate maximum profit. Thus, The Majesty plans to expand the reach of market segmentation by opening a branch in Yogyakarta, increasing the classification of hotel classes, and increasing the scope of target consumers to segment the family and youth market.*

*However, based on the results of observations and interviews with hotel guests and employees of The Majesty, there are several problems, that The Majesty does not yet have a strong characteristic in interior elements and has not been fulfilled, and does not have several public facilities that are in accordance with 4-star hotel standards. This occurs based on observations made, which can trigger public interest if The Majesty Hotel will open a branch in Yogyakarta by increasing facilities that are equivalent to 5 stars, and expanding the target consumer will be difficult to achieve.*

*Therefore, it is necessary to design a new The Majesty Hotel by creating The Majesty hotel which has a strong characteristic by adjusting the facilities according to 5-star hotel standards, as well as maximizing the interior design of the building to improve consumer appeal of families and young people.*

*Keywords: Hotel, Attractiveness, Characteristic*