

# **REDESIGNING FRONT ONE AKSHAYA HOTEL IN KARAWANG CITY WITH ACTIVITY APPROACH**

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## **ABSTRACT**

Karawang City is one of the largest industrial cities in Indonesia, precisely in West Java. According to data from the Manpower and Transmigration Office of Karawang City, until 2018 there were 13,756,358 hectares of land plotted as industrial land. As the largest industrial city, of course, Karawang City is a city in the spotlight in terms of business. This makes Karawang a destination for both local and foreign investors because it can be said that the business cycle in Karawang is very inventive.

One of the accommodation facilities that is closely related to business and tourism activities is MICE (Meeting, Incentive, Convention, Exhibition). MICE is known as convention tourism because it uses many business facilities in its travels. The number of industries that are developing in the city of Karawang makes this city need accommodation facilities that can participate in supporting business activities through the completeness of business facilities in it. Front One Akshaya Hotel is a three-star hotel that provides several facilities that can be used by business travelers. This hotel is also located in a very strategic area because it is in the city center, close to industrial areas, and has easy access, so this object is considered to be very supportive of this design project.

The method used in this design is by selecting objects, collecting data through observation, interviews, and documentation, collecting literature studies, comparative studies, analyzing data, and determining the concepts that will be applied to the design.

Through the interior redesign of Front One Akshaya Hotel with an activity approach, it is hoped that it will create a three-star business hotel in Karawang City that can accommodate business activities through MICE (Meeting, Incentive, Convention, Exhibition) facilities that are in accordance with standardization so that the industrial sector can become more advanced. again.

Keywords: Hotel, Business, MICE