

ABSTRACT

Hotel Aria Centra Surabaya is a hotel service company that is included in the local hotel group, namely Aria Hotel under PT. Anugrah Bintang Persada. Hotel Aria Centra is a type of business hotel with the main target market is business travelers who stay for a relatively short time. Branding in hotel interiors can be a method that can increase hotel guests' awareness of the existence and image of the company. Names, terms, signs, logos, designs, and a combination of all of them are included in branding, which can provide characteristics and differences with goods and services of its competitors as well as play a major role in communicating the company's image to its consumers. According to Kim Kuhteubl, to maximize interior branding, there are three aspects, namely the clear vision aspect, the unique story aspect, and the energy aspect. As a business hotel, Hotel Aria must have a formal atmosphere to support the business activities of its guests and implement a corporate identity in its interior. Based on the results of field studies at Hotel Aria Centra Surabaya, there are still shortcomings in the application of corporate identity to the interior of the hotel. The purpose of this design is to create a formal atmosphere in the interior of a business hotel as well as to apply a corporate identity to the interior.

Keywords: Branding, Business Hotel, Jakarta, Identity, Interior, Jakarta