

## **ABSTRACT**

### **REDESIGN INTERIOR OF THE SANTIKA PREMIERE HOTEL IN MALANG WITH A BRAND IDENTITY**

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Hotels are one of the service accommodations that support the tourism sector. The hotel room occupancy rate is predicted to increase when the pandemic changes to become endemic. Based on this, the hotel must be ready to serve visitors again with all the facilities according to existing regulations. Hotel Santika Premiere Malang is one of the many 4-star hotels in Malang that has become a business hotel. The business aspect that was raised was MICE activities, namely Meeting, Incentive Travel, Conference, and Exhibition. Despite being a business hotel, Hotel Santika Premiere Malang is still considered inadequate in its supporting facilities. In addition, the corporate identity is less prominent in the hotel design. Whereas the implementation of corporate identity will be the main attraction and easier for hotel visitors to remember. Therefore, this redesign is expected to be able to handle the existing problems with the brand identity approach and MICE activities.

Keywords:

Hotel, Redesign, Brand Identity, MICE