

ABSTRACT

Beautiful natural panorama and frigid air make Batu City an attractive tourist destination so that tourist visits continue to increase. Making the development of the hotel business in the Batu City area increase. Seulawah Group built the hotel because it wants to support Batu City as a tourism city, which is expected to contribute to tourism. In terms of profit, the hotel captures market opportunities from tourists and businesspeople visiting Batu City. However, the condition of the hotel facilities does not meet the need for the facilities provided (occupancy). With these problems, the hotel management wants to upgrade the hotel to a class above it, namely a four-star hotel. However, the visual concept of the hotel does not support the long-term development plan of the Batu City area, one of which is promoting local wisdom. So that the interior redesign of this hotel will also raise local wisdom. In the Batu City Long Term Regional Development Plan, it is stated that one of the development missions of Batu City is to realize the values of local wisdom. adapted to the vision and mission of developing the city of Batu, namely Agropolitan. The agropolitan city is in the center of agricultural production. It's hoped that the results of this interior redesign can provide a reference in the development of hotel interiors in Batu City. By conducting the concept of locality. The theme in this design is one with nature. This theme was chosen because Batu City is also known as an agropolitan city whose people depend on agrarian culture. The atmosphere that is expected in this design is to create an atmosphere that describes local wisdom where Batu City is known as an agropolitan city. So that it can give a different impression on the interior of the Seulawah Grand View hotel.

Keywords: *Hotel, Interior, Batu City, Redesign*