

ABSTRACT

DESIGN AND BUILD HOTEL SENA BANDUNG USING METAPHOR APPROACH

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Hotel Sena Bandung is located in the Cihampelas Walk (Ciwalk) area, which is a well-known development center in the city of Bandung. Hotel Sena officially operated as an accommodation provider in 2009. Based on the results of surveys and direct observations on the design object, there are problems related to the identity of the hotel, which is to be conveyed through the interior space and has the meaning of a "fluid" space inspired by the shape of a butterfly. However, hotel guests only remember the Sena Hotel, which is known as a hotel that is directly connected to the development center, not in terms of the beauty of the interior space which is the main identity of the Sena Hotel "Space" which is inspired by the shape of a butterfly. Therefore, changing and reinserting the butterfly metaphor into every element of the interior space, which has become the main identity of Sena Hotel. So that hotel guests can better remember that this Sena hotel is the only hotel with a "fluid" interior space inspired by the metaphorical shape of a butterfly.

Keywords: Continuity, Metaphor, Branding