

INTERIOR DESIGN OF THE ALANA 4 STAR BUSINESS HOTEL IN THE CITY OF BANDUNG

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ABSTRACT

The city of Bandung is also one of the top tourist destinations that local and foreign tourists want to visit, (GoLocal Domestic Travel Survey, 2020). In addition, the city of Bandung is one of the business centers in West Java, the city of Bandung is also the center of the national economy and business, regional Asia and the world. However, the development of the MICE industry in several cities in Indonesia, especially in the city of Bandung, still has obstacles. Among them are still limited facilities supporting MICE activities (Kusuna, 2019).

The number of businesses that are developing in the city of Bandung makes this city need facilities that support business activities such as star-rated business hotels that function as a means to stay and provide complete facilities for doing business. The Alana is a business hotel brand belonging to the Archipelago International group. The Alana is inspired by regional ethnic touches based on the hotel's location. This hotel provides hotel accommodation located in a strategic area with Meeting, Incentive, Conference, Exhibition (MICE) facilities for the needs of business travelers who want to carry out business activities. So that over all The Alana brand is considered to be very supportive of this design.

The method used in this paper is to define objects, collect survey data, study literature and ideal precedents regarding hotels, analyze data, apply concepts to interiors.

The design of The Alana hotel with a business activity approach is expected to create a 4-star business hotel in the city of Bandung which can accommodate investment activities through Meeting, Incentive, Conference, Exhibition (MICE) facilities that are in accordance with standards and in accordance with the character of The Alana brand, and can provide facilities for Co-Working at this hotel facility.

Keywords: Hotel, Business, MICE, The Alana, Co-Working