

## ABSTRACT

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*Ocean View Residence Hotel is a 3 star hotel located on Jl. Sunan Mantingan, Tegalsambi, Tahunan District, Jepara Regency, Central Java. This type of hotel is a residence hotel which also has restaurant, bar, spa facilities, and even water sports facilities. The location of the Ocean View Residence Hotel supports easy access to the surrounding tourist attractions. And Ocean View Residence Hotel can also easily access business places, as well as city areas. However, based on the results of observations and interviews with the Ocean View Hotel Manager, there are several problems, namely Ocean View does not yet have a strong characteristic and concept in its interior elements, standard problems regarding space organization in several rooms, and 3 star hotel standards have not been met. Therefore, this redesign was carried out as a solution to fulfill 3-star hotel standards and based on consideration of the wishes of the hotel. The application of design with a Jepara ethnic approach makes this hotel have a beach atmosphere with the characteristics of the locality of Jepara so that Ocean View can provide a new experience and a comfortable and calm atmosphere for visitors to enjoy views of Teluk Awur beach. At the same time making the attraction and added value of the Ocean View Residence Hotel a hotel residence located on the beach so it is different compared to other hotels.*

**Keywords:** *Hotel, Characteristics, Ethnic, Jepara*