

ABSTRACT

The city of Bandung is known for its diversity of tourist destinations that are interesting to visit, such as historical tourism, culinary tourism, and the potential for natural beauty. Supported by the clement and comfortable weather, as well as the relatively lower prices and cost of living compared to the existing big cities, it makes Bandung even more attractive to be visited by people who live in metropolitan areas. Apart from that, based on industry trends in 2022, the sub-sectors that are a priority in the post-Covid-19 tourism industry recovery are tourism accommodation, one of which is a hotel. The things mentioned earlier make it necessary to do a redesign so that there is refreshment and reform of character to attract tourists. The aim of the redesign of this hotel is to create 3-star hotel facilities as lodging facilities and supporting facilities that use attractiveness by giving a lasting impression on room design and the fulfillment of complete facilities. This design chooses to redesign the hotel interior at Clove Garden as a design object with the aim of creating a family-friendly 3-star hotel or Family Oriented, with an appropriate design that is not only modern but in accordance with its function with the selection of the theme "Camp by the woods". hrough 6 design concepts. The 6 concepts that represent the atmosphere when camping near forests or open green areas, namely Adventure, Cheerful, Warm, Active, Explore, and Nature are abbreviated as V.A.C.A.T.I.O.N. Everything is summarized into a design concept that represents the design theme so that it can create a hotel interior concept that can give the impression of long-term memories for hotel visitors, especially families.

Keyword: 3-star hotel, Family Oriented, Re-Design