

ABSTRACT

Hotels are facilities needed by tourists. Because the Otto Iskandardinata area is a densely populated area with businessmen, trade and shopping with a simple, practical and free character, this is the reason for the development of business hotels. Business Hotels are hotels intended for people staying for a short period of time. The Papandayan Hotel is a five-star business hotel. The Papandayan Hotel has the Brand Identity of The Papandayan Hotel, with the tagline "A Balance In Life" which means a balance between work and rest. The Papandayan Hotel has a tagline "A Balance In life" which means a balance between work and rest. The Papandayan Hotel has a tagline "A Balance In life" which means a balance between work and rest. To support this campaign, The Papandayan Hotel, which organizes jazz performances, then wants to make a hotel that is unique and upholds the values of sustainability and environmental management. Branding can attract tourists and business people to visit. Based on the vision and mission of The Papandayan, we want to make a hotel that is unique and upholds the values of sustainability and environmental management. However, at the time of the current survey and the vision and mission of wanting to make the hotel unique, it had not been carried out. The classic European style has yet to interpret the uniqueness of the current hotel.

The purpose of this design is to make the hotel's interior atmosphere highlight the unique side of The Papandayan Hotel's characteristics, namely as a hotel that organizes jazz music performances in Bandung and The Papandayan hotel's mission which upholds sustainability and environmental management.

Keywords: Business Hotels, Branding, Jazz, Bandung