

ABSTRACT

Bandung City is one of the cities which is a tourist destination. The increase in tourist arrivals in Bandung City has resulted in increased hotel occupancy in Bandung. One of the visitor factors in choosing a hotel is a thematic hotel and has its own characteristic. The type of hotel that attracts tourists is a boutique hotel because boutique hotels have a unique design and present a different experience, and have a design that is closely related to the local cultural elements of the local city. Bandung City has an identity as the Most Art Deco City (UNESCO, 2014) and this identity needs to be preserved because it has the potential to attract tourists. Interior design for a boutique hotel in Bandung City, which is located on Jenderal Sudirman Street with a locality approach aims to design a boutique hotel that can be used as a destination for staycations with a unique design that characterizes the Art Deco locality of Bandung City. The theme of this hotel design will lead to the characteristics of each period of the development of Art Deco buildings in Bandung which will be applied to the main room. With that, visitors will be aware of Art Deco in Bandung City and area expected to be able to help preserve the identity of Bandung City as The Most Art Deco City.

Keywords: Interior Design, Boutique Hotel, Art Deco