

ABSTRACT

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The hotel industry is rapidly growing in urban areas, with tourism being a primary destination for both business and leisure travelers seeking various needs. Based on data from the Central Bureau of Statistics (BPS) of West Java Province, hotel occupancy rates (TPK) reached 35.72% in May 2021 and increased to 38.19% in June 2021. In December 2018, the number of foreign tourists visiting Bandung reached 17,357 people (Amalia, 2020). This figure indicates the advancement of tourism development in Bandung, surpassing other cities in West Java. Hotel Patra Bandung, a 4-star city hotel located on Dago Street in the city center of Bandung, attracts visitors with the slogan "Your Second Home in Dago" and also supports the staycation phenomenon. The redesign of the hotel's interior adopts a corporate identity approach to meet the 4-star standards and strengthen the hotel's identity. The main goals of the redesign are to enhance the functionality of spaces by providing facilities that meet the 4-star standards, ensuring smooth circulation of space, and maximizing visitor comfort.

The design theme of Hotel Patra Bandung is derived from the slogan "Your Second Home in Dago" to create a relaxed, friendly, and informal environment. The focus is on comfort with good room circulation and ergonomic elements. The design aims to create a "homey" atmosphere to make visitors feel comfortable. The redesigned interior follows a contemporary modern concept, presenting a current ambiance with simple and open spaces. Natural materials are combined with modern materials, and natural and neutral colors are used, along with ample natural lighting. The redesign of Hotel Patra Bandung offers solutions to the analyzed issues while preserving the hotel's identity. This identity plays a crucial role in problem-solving as it prioritizes visitor comfort concerning ambiance, facilities, circulation, organization, and furniture arrangement. The "homey design" theme is implemented through a contemporary modern concept that supports the corporate identity. The main objective is to provide visitor comfort through facilities, circulation, and furniture arrangement that support activities and a sense of comfort within the space. The

redesign of Hotel Patra Bandung with a corporate identity approach will serve as a reference and guide for students, interior designers, and lecturers in solving hotel design problems with a strong corporate identity. It will enhance the company's image and improve general knowledge about problem-solving through the applied theme and concept. Researchers can also use this redesign as a reference, considering relevant interior design standards and developments.

Keywords : *4-star Hotel, Your Second Home, Homey, Re-design.*