

ABSTRACT
REDESIGN INTERIOR OF ASOKA RESORT WITH
BANTEN LOKALITY APPROACH

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The province of Banten has a total of 279 natural tourist attractions, mostly consisting of beach tourism. To support the needs of tourists, accommodation in the form of hotels/resorts is required. In Regional Regulation of Pandeglang Regency Number: 6 of 2014 regarding the master plan for the development of tourism in Pandeglang Regency for the years 2015 – 2025, it is stated that in efforts to enhance the attractiveness and competitiveness of tourism in the Panimbang area, tourism facilities need to be realized through capacity development, quality of function and services that adhere to standardization, as well as highlighting local uniqueness and distinctiveness. Asoka Resort is one of the resorts under the Asoka Hotel Group, classified as a 4-star resort. Asoka Resort is located on Tanjung Lesung Main Road, KM 4.5, Citeureup Village, Panimbang Subdistrict, Pandeglang Regency, Banten 42281. The design method employed includes field observation, benchmarking, interviews, and literature studies. The gathered data is analyzed, programmed, and structured into a thematic concept, resulting in the final design. The purpose of re-designing Asoka Resort is to create a 4-star standard resort with a Banten locality approach, with the aim of enhancing the appeal for guests to stay at Asoka Resort.

Keywords: *Banten, Locality, Resort*