

Abstract:

The era of globalization has made advances in technology and information very rapidly which has had an impact on the development of the tourism sector and the increasing number of domestic and foreign tourists in the city of Bandung, competition for hotels in the city of Bandung has become increasingly high and competes to attract visitors through facilities, needs and design concepts. which is offered. On

of the hotels in the city of Bandung is the House of Sangkuriang, apart from being located in a strategic area in the center of Bandung city which is close to many public facilities and tourism objects, the main attraction of the House of Sangkuriang is the Art Deco style heritage building which is characteristic of the city of Bandung in the past. The aim of this design is to apply and elevate the value of locality in accordance with one of the hotel's missions so that a redesign needs to be carried out to apply and elevate the value of locality of Sundanese culture in the interior so that it can provide a different experience to visitors in order to preserve Sundanese culture in the era of globalization and is also expected to improve number of tourists in the hotel.

Keywords: *Bandung City, Art Deco, Locality*