

ABSTRAK

REDESIGN OF SANGRIA RESORT & SPA THREE-STAR HOTEL IN LEMBANG WITH A LOCALITY-BASED APPROACH

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Supported by the Department of Culture and Tourism, Lembang has consistently experienced an increase in visitors, with 2,072,697 recorded in 2020 and approximately 3,880,600 in 2021. Consequently, the demand for accommodations and services has also risen. SanGria Hotel, despite being an established establishment, faces significant competition. Online booking platforms indicate that SanGria Resort and Spa receives the fewest visitors compared to other resorts in the vicinity. This research involved data collection through interviews, observations, and field studies, as well as secondary data from journals, official websites, and articles. Given these trends, the redesign of the 3-star SanGria Resort and Spa in Lembang, employing a local approach and adhering to 3-star resort standards, offers a solution to cater to the upper-middle-class market. This design prioritizes locality to imbue the hotel with a character that reflects Lembang's identity. The objective of redesigning SanGria Resort with a local approach is to increase the number of visitors and enhance the psychological comfort and uniqueness of the experience, while staying aligned with current trends and leveraging the potential of the surrounding environment.

Keywords: Sangria Resort and Spa, Lokalitas, Nature