

ABSTRACT

The unique topological conditions make Bandung a city that has been visited by many tourists since long ago. In addition, Bandung has various other tourism potentials such as historical buildings, culture, and regional specialties. This attraction is what makes many tourists come to Bandung. With this, Bandung has quite high potential in business and tourism activities. The interior redesign of the Grand Tebu Hotel in Bandung aims to provide an interesting space experience for tourists, families and business people by displaying the unique identity and characteristics of the Grand Tebu Hotel itself. As well as displaying accommodation facilities that can meet the needs of visitors and have the competitiveness to match the selling value of its competitors. From the results of visiting the Grand Tebu Hotel, many ineffectivenesses were still found in the arrangement of zoning, standardization, and supporting facilities for visitors that were not in accordance with the standards of a 4-star hotel. It was also found that the implementation of Brand characteristics was still lacking so that many people still did not know this hotel. In fact, this is an important part of the Brand Identity aspect that can strengthen the hotel brand. By combining all aspects of the design that have been analyzed previously, the redesign of the Grand Tebu Hotel is expected to become a favorite accommodation destination for tourists, especially families. With an attractive identity and unique characteristics, this hotel can become a place that is in demand and continues to grow in the hotel industry in Indonesia. In addition, this hotel is expected to contribute to the growth of the tourism and economic sectors in the city of Bandung as a whole.

Keywords: Bandung, City Hotel, Competitors, Brand Identity