

INTERIOR REDESIGN OF 4 STAR RESORT HOTEL MAMBRUK ANYER WITH BRAND IDENTITY APPROACH

ABSTRACT

In the tourism sector, the city of Anyer is a tourism center because of the many tourist attractions in it and the most famous thing is the diversity of tourism. There are many hotel businesses in the city of Anyer, both national and international hotels. Since Covid-19 hit Indonesia, especially Banten province, the city of Anyer has caused the hotel business to decline drastically. After the Covid-19 outbreak begins to pass, hotel businesses need to make the latest innovations to increase visitor occupancy. The redesign of the Mambruk Anyer hotel with a brand identity approach aims to create a design that has a competitive advantage and the ability to match competitors' selling points for competing hotels around the city of Anyer. The design methods used in this design are observation, documentation, precedent study, data analysis, determining and implementing ideas, and final design results.

Keywords: Anyer City, Hotel, Brand Identity