

ABSTRACT

Abstract : *The new design of Swiss-Belhotel in Palu adopts a business activity approach to address the needs of business actors, government institutions, and private sectors operating within the Special Economic Zone (SEZ). This four-star hotel is planned to accommodate various business activities, ranging from meetings and collaborative spaces to comfortable and efficient resting facilities. The design process involved field observations through benchmarking, interviews, and questionnaires to identify key issues in similar hotels, such as poor acoustic quality in guest room walls, suboptimal lighting, and ineffective circulation in separating public and private zones. The “BIZ-FIT” theme is developed to create a flexible spatial layout, supporting multiple functions and meeting MICE standards. Palu’s local identity is highlighted through the integration of traditional motifs such as Batik Bomba, incorporated into interior wall elements. The use of symmetrical forms and geometric patterns reinforces a professional impression while providing visual comfort. This approach aims to produce spatial solutions that enhance user productivity while reflecting local cultural values within a functional interior design.*

Keywords: *Swiss-Belhotel, Business Hotel, Business Activities, Interior Design, Palu, Local Culture*