

ABSTRAC

Lampung is one of the provinces in Indonesia that has natural potential that can be developed as a tourist attraction. At present, Lampung Province and a number of regencies in the West Coast region are seriously hoping to become a world-class tourist destination. especially in the western Lampung region directed at the development of marine tourism and ecotourism based on sustainable nature with the priority of developing coastal areas.

Teluk Kiluan Tanggamus Regency which is quite famous for its natural potential that is not possessed by other marine tourism in Lampung Province such as dolphins and the natural beauty of the beach, its mountains and other marine habitats that should be able to attract tourists' hearts. But the completeness of facilities and infrastructure of a tourist attraction such as resort hotels as a place to stay is less accommodating as many of the residents' houses are rented as tourist accommodation and there is no use of interior elements as a medium to introduce locality values.

In this design process includes the stages of literature study relating to resort hotels, conducting analysis of the Kiluan Bay area and the province of Lampung, as well as standard analysis of Hotels & Resorts. "Identity of Locality" is a theme that will be applied in designing the hotel and resort interior, which is presenting Lampung culture as the identity of the Hotel & Resort itself which will be applied more modern and more attractive so that it can bring about an atmosphere of warmth, different experiences in the region Lampung tourism and as an attraction for the area.

Keywords: Hotels & Resort, Lampung, Teluk Kiluan, Tourism