

ABSTRACT

NEW INTERIOR DESIGN OF THE ALANA HOTEL IN BANDUNG WITH A LOCALITY APPROACH

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Bandung is one of the most popular cities in West Java because of the many tourist attractions available. With the increasing number of tourists in Bandung, the need for resort hotels is also increasing. Bandung has great potential regarding the number of tourists who will come and stay at hotels and resorts. When a pandemic situation makes it difficult for tourists to visit tourist spots around Bandung. Thus, because tourists continue to increase but fewer tourist spots are needed, hotels and resorts are needed that provide a place to rest but at the same time provide recreational, educational, and informative places as a substitute for tourist attractions and as a forum to introduce Bandung locality.

The Alana Hotel is one of the hotels and resorts that are currently in demand, the concept applied by The Alana Hotel is to introduce or implement local areas. The application of regional locality in the interior of this resort hotel is in the form of elements of color, shape, material, decoration, circulation, and lighting. The application of this locality aims to strengthen the distinctive features of the concept of The Alana Hotel and introduce Bandung locality to domestic and foreign tourists. The method used in this paper is by setting objects, collecting survey data, studying literature and ideal precedents regarding hotels and resorts, analyzing data, applying concepts to the interior. The aim of this new design is to create the interior of The Alana Hotel in accordance with The Alana Hotel regulations, in accordance with the informative, educational, and recreational experience tourists can experience.

Keywords: Hotel and Resort, Locality.