

ABSTRACT

Hotel Whiz Prime Dezon N.V. is a hotel business managed by PT Intiwhiz International. This hotel is a 3-star business hotel located at Jalan Asia-Afrika No. 39, Bandung City, West Java. Based on the results of observation of the design location. The Asia-Africa Road is the main route for tourists. This road is a one-way street in the vicinity of which there are public buildings and public spaces and is also surrounded by several similar hotels. Therefore, a strong branding is needed on the interior of Hotel Whiz Prime Dezon N.V. to clarify the identity and characteristics of the hotel in order to compete with similar hotels in the vicinity. This is in line with the vision or goal of the Whiz Prime hotel, which is to make the hotel the most desirable and rapidly growing hotel in Indonesia. However, based on the results of observations of the Whiz Prime Hotel Pajajaran Bogor. Found several problems related to the application of branding in hotel interiors. Thus, a new design is needed with a brand identity approach which is expected to strengthen hotel branding and increase visitor satisfaction related to the quality and facilities of hotel rooms.