

ABSTRACT

REDESIGN SANTIKA HOTEL CIREBON INTERIOR

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Hotel Santika Cirebon is a 3-star business hotel established in 1993. Hotel Santika Cirebon has a traditional Cirebon cultural design concept and beautiful green scenery that makes visitors feel right at home. However, as time goes by, the need for space to support activities in the hotel is also increasing, so many design adjustments are needed. The emergence of many new competitors, also makes Hotel Santika Cirebon require a re-planning of interior elements both in terms of space, display layout, furniture, and aesthetic elements to create a new atmosphere in the hope of attracting visitors' interest to continue choosing the Hotel Santika Cirebon as accommodation when they visit Cirebon. The problem that must be resolved in this interior redesign is how to create an interior design with a new atmosphere that has elements of Cirebon culture and follow the vision of Hotel Santika, which is to become the first choice hotel in Cirebon. The result of this research is the interior design of Hotel Santika Cirebon which can accommodate the needs of guests functionally and spatial aesthetically so that it can compete with other business hotels in Cirebon.

Keywords : *Business Hotel, Functional, Spatial Aesthetics, Cirebon Culture.*