

ABSTRACT

Garut Regency is geographically located close to the City of Bandung to support the development of tourism in Garut Regency because the City of Bandung is the gateway for tourism in West Java. The number of tourist objects, affects the need for a place to rest and relax with family. This has led to many visits to the City of Garut with various purposes, both for tourism, business, or just a stopover. For this reason, it is necessary to have a proper and adequate accommodation facility so that it can support these activities. It is from this phenomenon that makes Archipelago International, as one of the largest hotel management networks in Southeast Asia, look at market share in Garut City. Fave Hotel is a 3-star hotel that has a strategic location because it is in the center of Garut city, thus making this hotel an affordable accommodation option. the best low-cost accommodation in Garut City, with the main goal of providing employment opportunities as well as providing the best accommodation for tourism and business in the city of Garut, Therefore the intention of designing Favehotel is to create a design that is in accordance with its target market but still taking into account the comfort standards of hotel facilities for staying guests. In accordance with the slogan of the fave hotel, which is fun, fresh & friendly in order to give joy, freshness and a feeling of comfort when you are at the hotel. On the other hand, it can also attract tourists and business people who need complete facilities at an affordable price.

Keywords: Garut, fave hotel, archipelago