

ABSTRAK

NEW INTERIOR DESIGN OF HOTEL RESORT IN PANDAN BEACH, PESAWARAN REGENCY WITH LAMPUNG CULTURAL APPROACH

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Abstract : *The beaches around the Pandan Bay area have clear sea water, beautiful underwater scenery, white sand that looks clean and away from trash, and waves that are not too strong. This potential has a selling point, which later tourists will visit to enjoy these activities and need a star-rated accommodation. However, it is unfortunate that there is no available design for a Resort Hotel with a 3-star standard at Teluk Pandan Beach, Pesawaran Regency based on BPS Pesawaran 2022 data and a design is needed to present an interior atmosphere by utilizing the natural potential and surrounding culture as ideas in design. with the aim of being expected to become a 3-star Resort Hotel that has good facilities for hotel users, can meet the accommodation needs of tourists when visiting the Pesawaran Regency area, can get to know the character of Lampung which can be seen from the design of its interior elements. By using the design concept at this resort hotel is "Traditional Lampung". The use of this concept is used so that tourists can feel more of a heritage design from time to time that never changes with a touch of nature from the beach.*

Keywords: *Nature, Resort, Teluk Pandan Lampung, Traditional*