

REDESIGN OF THE 4-STAR HOTEL SARI ATER KAMBOTI WITH A BRAND IDENTITY APPROACH

ABSTRACT

Tourist preferences are shifting toward accommodations that offer unique, personalized, home-like comfort, close to nature, and equipped with technology, aligns with interior design trends that combine modern and natural concepts, making hotel competition increasingly fierce. Hotel Sari Ater Kamboti is a 4-star hotel in Bandung with a strategic location and adequate facilities, faces challenges due to its interior design not fully representing its brand identity. Furthermore, there are issues in lighting, ventilation, acoustics, layout, signage, and accessibility fall short of 4-star hotel standards. This redesign aims to create an interior that enhances the hotel's appeal and competitiveness by applying the current design trends and reflecting the hotel's identity and character, providing guests with memorable experiences. The methods used include field observations, interviews, questionnaires, documentation, and literature reviews, followed by data analysis and synthesis. The Natural Modern concept was chosen to combine modern style, natural elements, and local culture, applying the brand identity approach according to Kim Kuhteubl's interior branding theory (clear vision, unique story, energy) and Kim & Wang's place identity theory (physical setting, activity, meaning). The design outcomes are expected to provide solutions to enhance the hotel's appeal and competitiveness in line with its brand identity and 4-star hotel standards.

Keywords: hotel, brand identity, natural modern, interior design