

ABSTRACT

REDESAIN INTERIOR SARI ATER HOT SPRING HOTEL WITH A VERNAKULAR APPROACH

Oksya Fahbarani, 1603184042

Desain Interior, Fakultas Industri Kreatif, Universitas Telkom

South Subang, which is located in the border area between the cities of Bandung and Subang, makes South Subang one of the tourist destinations in Bandung City which is often visited by local and foreign tourists for business and leisure purposes. One of the supporting facilities such as hotels can anticipate tourist needs. However, there are no resort hotels that implement local cultural concepts, and the use of materials is considered not appropriate to the surrounding climate. The existence of accommodation in the form of resort hotels is an important factor in supporting tourism.

Therefore, the redesign of the Sari Ater Hot Springs hotel requires development in terms of Sundanese vernacular art and culture, traditional village communities in South Subang to interior aspects as an attraction and added value. So it is hoped that it can strengthen the identity of the Sari Ater Hot Spring hotel, also in the aspect of adapting the interior of the building which is located in the highlands. The theme raised was 'Revitalization of Local Wisdom' which is the revival of forms of cultural values.

Keywords : South Subang, Hotel Resort, Culture