

ABSTRACT

Strengthening branding in interiors currently has a greater influence than other methods such as the use of logos and signs (Imani & Shishebori, 2014) (Raja, 2020) and (Sametz & Maydoney, 2003) wrote that one method that can be done is storytelling through storytelling. design. Observations on branding and hotel design have been carried out at one of the four star hotels in the city of Bandung called Hotel ASTON Pasteur which is located at Jl. Dr. Djunjunan No. 162, Sukagalih, Kec. Sukajadi, Bandung City, West Java. However, several problems were found related to the interior branding theory proposed by Kim Kuhteubl, namely clear vision, unique story and energy, as well as problems directly related to the brand identity itself. Therefore, the redesign was carried out by taking a branding approach with a modern eclectic hotel concept which is expected to solve existing problems and clarify the hotel's identity through interior design.

Keywords: hotel, brand identity, interior branding theory, eclectic