

ABSTRACT

Hotel Mercure, as part of the Accor Group, is a mid-range business hotel network with international standards that has evolved into one of the world's leading hotel chains since its establishment in France in 1973. Mercure Hotel targets travelers seeking comfortable and high-quality lodging experiences with excellent facilities and services. Committed to creating a friendly and comfortable atmosphere, Mercure also strives to integrate local elements into their hotel interior designs, reflecting the characteristics and local culture.

However, a comparative study of several hotels in major cities indicates that some hotels have not fully maximized their regional potential in line with their brand's vision and mission. This is also evident in Mercure Hotel in Samarinda, which has not fully utilized interior design concepts and themes to create a new spatial experience for visitors. There are also shortcomings in promoting and integrating local cultures, such as the Dayak Kenyah culture, which is a valuable asset in Samarinda. To address these issues, the redesign of Mercure Hotel in Samarinda is recommended with an approach focusing on the Kenyah Dayak Cultural Locality. This approach will not only create a unique lodging experience but also support government efforts in developing the tourism sector as a crucial pillar of the local economy. The integration of local cultural elements, particularly from the Pampang Cultural Village and Dayak Kenyah culture, is expected to enhance tourist satisfaction and make a positive contribution to the local economy. Furthermore, this approach aligns with the concept of Creative Economy promoted by the Indonesian government, where the added value of intellectual wealth and human creativity is the main focus. By applying this concept to hotel interior design, it is hoped to have a positive impact on the development of tourism and the local economy in Samarinda.