

ABSTRACT

Tourism is a leading sector in world economic growth, to support the improvement of facilities and infrastructure of resort hotels. Tanjung Lesung is one of 10 national tourism destinations in the form of the Ministry of Tourism. Tanjung Lesung is a Special Economic Zone (KEK) located in Banten province, in the development of Tanjung Lesung will become an International tourism area. Tanjung Lesung has a natural wealth of clean and beautiful beaches with white sand and coral reefs, but not many options that can be used in Tanjung Lesung. As a tourist area sought as an international tourist area, in the area of Tanjung Lesung there is no trait that uses operators with International standards. In the interior design of this resort hotel will implement international operator standard that is Alila Hotel. "Surprisingly" is Alila Hotel's main concept, combining local environment, community, culture, cuisine and wellness.

In this design process includes the study phase of literature with resort hotels, conducting analysis of the area of Tanjung Lesung and Banten Province, as well as analysis of Alila Hotel standards. "Naturally Chic" is a theme that can be used for the process and depiction of the Contextual approach. Through the process, it is expected to present the interior design of a resort hotel in Tanjung Lesung that can represent local culture and nature, as well as to preserve, appreciate and promote Tanjung Lesung area as one of the national priority tours.

Keywords: Alila Hotel, Contextual, Resort, Tanjung Lesung, Tourism.