

## ABSTRACT

*Bali Island is very famous for its tourist destinations that attract many tourists to come to visit, both local and foreign tourists. Known as the Island of Gods Bali has a lot of potential and appeal from various aspects. Its natural beauty is very charming such as the beach and the sea which is very famous with surfers of paradise, volcanoes, fertile rice fields that provide tranquility and richness of its culture. In addition to this, Bali also has a place visited by tourists because there are tourist and entertainment centers, namely Seminyak. Because the number of tourists coming to Bali continues to increase, it requires a place to rest. The hotel is one of the temporary lodging accommodations for tourists. Boutique hotels are one type of hotel that is starting to grow rapidly and attract the attention of tourists. This hotel is known as an intimate, stylish and modern hotel and usually has a characteristic with local content that makes this hotel different from most hotels.*

*The design of this boutique hotel is in the Seminyak area which is the center of entertainment or known as the "Beverly Hills" of Bali Island. The existence of a location site from the hotel will be a consideration of the concept that will be applied, a design that can conform the modern lifestyle of tourists in the Seminyak area but still has an local element from Bali in a contemporary style. This design is expected to give an impression for hotel visitors who come and provide hotel choices that are different from other hotels.*

*Keywords: Bali, Hotels, Travelers, Seminyak, Boutique, Lifestyle, Entertainment, Contemporary.*