



ABSTRACT

Central Lombok is one of the developing tourist areas, supported by the construction of a Special Economic Zone in the Mandalika Region and the construction of the Mandalika Circuit for MotoGP. This will make tourism growth in Central Lombok expected to continue to increase. In addition to the construction of SEZs and the Mandalika Circuit, Central Lombok is an area that is predominantly inhabited by Sasak people who are still culturally thick and Central Lombok has natural wealth that will also attract tourists. This indicates the need for the construction of lodging facilities with complete facilities and interior design that showcase Lombok's characteristics.

This phenomenon can be used as a potential for the construction of lodging facilities with complete facilities, namely *Hotel Resort* as a means to introduce Lombok's characteristics and elevate the value of local locality with design updates. With the theme 'Sasak Culture in Clay Art' which raises local material namely clay used for the floor in Sasak traditional house mixed with rice husk and buffalo dung, as well as earthenware crafts in Banyumulek Village and Penujak village, as well as the concept of 'Earth Bind' which describes the attachment of design with clay material which is the basis of the design is expected to be able to introduce ethnic Lombok to tourists and be able to empower local materials.

Keywords: Lombok, mandalika, tourism, pottery, Hotel Resort