

ABSTRACT

The city of Jakarta is a favorite city frequented by tourists and millennials. Of the many the visitor who come to Jakarta, of course, hotel accommodation is needed. Boutique hotels can be an alternative choice for tourists and millennials to stay and get a different experience from other hotels. Boutique hotels have their own characteristics that can attract the attention of tourists and millennials.

One of the boutique hotels in developing Jakarta is Artotel. Artotel is a boutique hotel that carries the concept of contemporary art, which aims to introduce contemporary art to the entire nation. The city government of Jakarta is pushing the field of accommodation to better preserve culture by implementing elements of Jakarta culture into its interior design, namely Betawi culture. The new design of Artotel is a consideration of the lack of facilities and space in the branches that already exist in Jakarta. This design by applying artsy design and cultural locality, so expected Artotel can attract more tourists and millennial visitors.

Keywords: Hotel, Boutique Hotel, Artotel, Cultural Locality, Jakarta, Contemporary Art