

ABSTRACT

Bandung is a big city in Indonesia that is growing rapidly in the fields of business, tourism and trade. According to research, a global hotel data provider, Bandung is increasingly popular and targeted by business people from 2014 to the present. Especially business meetings, incentives, conventions and exhibitions (MICE). Bandung needs a four-star business hotel as a lodging facility that can also meet the needs and comfort of entrepreneurs in one of the business and trade centers in the city of Bandung, namely the Suniaraja Region - Otto Iskandardinata. The basic concept raised is 'Business Hotels' where hotel users can carry out activities with a comfortable atmosphere. In this design, it can create a comfortable atmosphere with complete facilities related to and support for business activities with the character of the building tailored to the needs of users such as: business center, convention, function room, meeting room, and other spaces that can be rented by visitors. In this design process includes the stages of literature studies relating to business hotels, analyzing the Suniaraja-Otto Iskandardinata area, as well as standard 4-star hotel analysis. "Modern" is the style obtained from the process of analysis and description of the Activities and Behavior in the Interior approach. Through this process, it is expected to be able to present the interior design of a business hotel in Suniaraja-Otto Iskandardinata which aims to determine the relationship between people's interest in visiting business hotels with modern styles in the interior and to find out how the application of modern styles can be applied to business hotels.

Keywords: Business Hotels, Contextual, MICE, Bandung.