

ABSTRACT

Providing a public facility in the field of hospitality, the hotel has luxurious quality and unique design with market segmentation placement in the urban center of Bandung. The location that was taken in the planning of this time is at Jl. Ir. H. Djuanda No. 46, village of Bandung, Sub District, Comblong subdistrict. Choosing a project located there sees the condition of the field with the concept of the hotel to be lifted very suitable. Its own Target market is a visitor to Bandung especially in the area.

Bandung is a barometer and an elite and popular area in the city, a very strategic location and potentially large to be a boutique hotel. Building a microclimate in the interior space in the area of the district of the region of the people of a. The problem in Bandung many commercial buildings including the hotel only make Interior Landscape as a filler space and last choice so that it is only artificial in the form of display or hanger only.

But the congestion in the area of the District of With Interior Landscape is expected to provide coolness and thermal comfort in humans especially in visitors who want to experience the former.

Keyword: Hotel Boutique, Interior Landscape, Dago