

ABSTRACT

Of the many islands in Indonesia, Bali is one of the most popular tourist destinations for domestic and foreign tourists. Based on data from the Central Statistics Agency of Bali, the number of foreign tourists in July 2019 rose as high as 9.96 percent compared to June 2019 (month to month). Seminyak is known as a place to find private villas and hotels, from luxury hotels to cheap hotels to stay. In addition, Seminyak is also famous for world-class international standard restaurants and bars. The large number of tourists visiting Bali certainly directly affects the hospitality business. Hotels also compete to attract visitors. With a fairly tight market competition, the hotel then attracts the attention of visitors through various marketing strategies, one of which is through a unique hotel design. strategic location, is the main factor in the design in order to have good prospects going forward. Boutique Hotels is one of the fast-growing hotels that attracts the attention of property businesses. The absence of hotels in the vicinity of design locations that provide different experiences and concepts in order to attract tourists is one of the points of business prospects. One of the main objectives of designing this hotel is to facilitate tourists who are visiting the Seminyak area who are looking for beautiful beaches and entertainment destinations in the vicinity.

The problems in the background are as follows: How to design the interior of a boutique hotel that can facilitate the needs of tourists for vacation and leisure? How to create a new and unique atmosphere to attract tourists? How to apply locality aspects to the interior design concept of a boutique hotel?

The purpose of this boutique hotel interior design is to design a hotel that can accommodate tourists who vacation with comfort and facilities that are of a standard and can attract visitors through the atmosphere of a different hotel interior with similar hotels in the vicinity.

Keywords: Bali, Seminyak, Boutique Hotels