

ABSTRACT

RE-DESIGN OF THE ALANA BUSINESS HOTEL SENTUL, BOGOR USING THE LOCALITY APPROACH OF BOGOR CITY

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Bogor City is a city targeted by tourists from the capital. In 2018 there was a 97% increase in accommodation due to an increase in tourist arrivals. Tourists who come with the aim of being recreational and doing business, especially doing MICE (Meeting, Incentive, Convention, and Exhibition). So the need for a business hotel that can support all the needs that support business activities that are equipped with facilities for meetings, conferences and exhibitions.

This hotel is dominated by 70% of visitors doing business activities, especially MICE. So that the interior design of a business hotel by considering the comfort that can overcome fatigue after doing business activities. By paying attention to the limitations of the basic concept of the hotel that puts locality and local ethnicity on the interior of the hotel. The theme of "The experience with calm rainfall" in the interior of the Sunda Room aims to revive Sundanese culture in the city of rain that has begun to disappear. As well as providing appeal to business people and tourists who need complete facilities that will make visitors have an impression of the hotel business.

Keywords: *Hotel, Business Hotel, Bogor*