

ABSTRACT

INTERIOR DESIGN OF 4 STAR RESORT HOTEL IN THE TANJUNG AAN LOMBOK BEACH AREA

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One of the districts located in West Nusa Tenggara which has a variety of both natural and cultural tourist attractions is Central Lombok district. Mandalika is one of 5 national super priority tourist destinations formed by the Ministry of Tourism. Tanjung Aan is a beach located in the Mandalika Special Economic Zone precisely in West Nusa Tenggara, Central Lombok Regency. Tanjung Aan has natural wealth in the form of a beach with white sand. In addition, there is a well-known traditional village, the Sade customary village, which still implements and adheres to customs and culture in its daily life. Mandalika area is planned as one of the international tourism areas, but in reality there are still minimal choices of accommodation facilities that can support the activities of tourists and can present an interior atmosphere that has an interesting ethnic touch.

These phenomena and issues can be used as a potential for the construction of accommodation facilities with complete facilities which are also used as a means to introduce the characteristics of Lombok and elevate the value of local locality with novelty of design. In the interior design of this resort hotel with the theme "Local Culture of West Nusa Tenggara" which was obtained from the process of analyzing and describing the approach to the values of local wisdom, which later is expected to bring the ethnic atmosphere represented by the culture and local natural resources. The concept of "Bale Songket Subahnale" which illustrates the attachment of design to the philosophy that is applied to traditional houses and formations that will be adapted from songket motifs. It is expected to preserve and introduce local culture to local and international tourists. Approach to local wisdom values

Keywords: *Tanjung Aan, KEK Mandalika, Hotel Resort.*