

ABSTRACT

ARTOTEL HOTEL DESIGN IN BANDUNG WITH THE SUNDANESE CULTURE APPROACH

Gifthania Anis Faturrahman

Desain Interior, Fakultas Industri Kreatif, Universitas Telkom
Jl. Telekomunikasi No. 1, Terusan Buah Batu, Sukapura, Bandung, Jawa Barat
40257

According to Lawson, 1976: 27, understanding hotel is a means of public residence for tourists by providing services, food and beverage providers and accommodation with payment terms. From this understanding, hotels are generally business entities, accommodation or service providers for the general public with overnight facilities and other service facilities.

Bandung City is one of the tourist destinations that are in great demand by local and foreign tourists. The development of tourism in the city of Bandung is supported by a variety of urban tourism products, such as history, culture, culinary, heritage, shopping and so forth. based on the function of the city of Bandung as the capital of the province of West Java and also the city of tourism, overnight accommodations such as Boutique Hotels and the like are advantages. Over time the Bandung city tourism products related to Sundanese culture began to be eroded by foreign cultures.

Therefore the design of the hotel that combines elements of Sundanese culture aims to create a hotel boutique that combines contemporary art as the main identity of the ARTOTEL brand with Sundanese culture in it as a way to preserve Sundanese culture and also as an investment in building the future and national civilization.

Through the selection of the theme "Ethnic Contemporary", it is expected to create an interior design that represents the Sundanese traditional house into the interior design of this ARTOTEL hotel. With the selection of this theme, the colors, material shapes and philosophies of Sundanese traditional houses that will underlie the concept of shape, color, lighting, ventilation and more. Sundanese tribe is like a simple and has a philosophy on the house or traditional house.

Keywords: Artotel, Interior Design, Sundanese Culture, Bandung