

***NEW DESIGN 4 STAR BUSINESS HOTEL IN PEKANBARU CITY WITH BUSINESS
ACTIVITY APPROACH***

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ABSTRACT

Pekanbaru City is one of the cities on the island of Sumatra which is experiencing rapid progress in various sectors and fields. One of them is Pekanbaru city tourism in the business field. Thanks to various service, trade and industrial activities, namely Meeting, Incentive, Conference, Exhibition (MICE) and manufacturing, Pekanbaru City has been named the best investment city in Indonesia.

The number of businesses growing in Pekanbaru City makes this city need facilities that support business activities such as five-star hotels that function as a means to stay and provide complete facilities for doing business. Mercure is one of the international hotel brands that has a good reputation in the international media. Mercure generally provides accommodation located in strategic areas, has easy access, and also provides Meeting, Incentive, Conference, Exhibition (MICE) facilities needed by the city of Pekanbaru. So overall the mercure brand is considered very supportive of this design.

The method used in this paper is to set objects, collect survey data, study literature and ideal presentations about hotels, analyze data, apply concepts to the interior.

The design of the Mercure Hotel with a business activity approach is expected to create a 4-star hotel in the city of Pekanbaru that can accommodate investment activities through Meeting, Incentive, Conference, Exhibition (MICE) facilities that are in accordance with standardization and in accordance with the character of the Mercure brand, and can provide work facilities from Hotels (WFH) with handling COVID-19 in accordance with health protocols..

Keywords: Hotel, MICE, Business, Mercure, WFH