

ABSTRACT
**BOUTIQUE HOTEL INTERIOR DESIGNING IN BANDUNG CITY WITH A
LOCAL CULTURAL APPROACH**

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The city of Bandung is one of the major cities on the island of Java. The city noted some important history such as the Asia-Africa Conference, the Bandung Sea of Fire, as well as the founding of the College of Engineering first in Indonesia which is now known by the name of the Bandung Institute of Technology. As time goes by, this city is growing and has now become one of the city a favorite destination of tourists both local and foreign tourists. In addition to the many historical places, nature tourism, culinary, and shopping became an attraction for tourists to visit the city of Bandung in every opportunity, especially while the holidays. Along with the increase of tourists who come to the city of Bandung so that the increase also needs a means of accommodation for travelers during the holiday in the city of Bandung. One of the most necessary business that is in the form of the hotel. It is also what makes the managers of the hotels vying in improving the facilities and services so that more and more visitors are interested to stay in their hotel. According to the data in the last five years, on the years 2013-2018 demand for hotel accommodation in the city of bandung has increased by more than twice as many as 6 million hotel per night (guest night) for 460 hotel consists of 43.000 room.

Boutique hotels usually found in the cities that became the center of business and entertainment where the level of visitors is quite high, such as Bali, Yogyakarta, and Bandung. So it is possible to established base in the form of a boutique hotel in the region. In addition boutique hotel can also provide a different experience for its users because is designed with a unique, intimate, and thematic comparison to other hotels. It is also one of the attraction for visitors.

The concept raised in the Interior Design of Boutique Hotels in the City of Bandung with the Locality of this Culture is the “Value of Sundanese Culture” with the aim to implement the material, shape, color and philosophies that exist in the traditional house sundanese to design the interior of this boutique hotel. As for the shape, material and color are taken simplified so as to produce a design that is modern without losing the elements of the culture.

keywords: Boutique Hotel, Locality, Culture, Bandung