

ABSTRACTION

Sofyan Cut Meutia Hotel is the first sharia hotel in Indonesia, established in 1989 as a conventional hotel, and in 2003 Hotel Sofyan changed the concept to become the first sharia-based hotel in Indonesia. Sofyan Hotels become a center for sharia hotels in Indonesia. In modern times, more and more people are avoiding things that are forbidden in the Islamic religion and doing things that are recommended in the Islamic religion, thus giving birth to a separate lifestyle, namely the Islamic lifestyle. Along with the increasing economy and mobility of the Indonesian people, so inter-city trips are often carried out. Residents who apply the Islamic lifestyle are of course still quite foreign to the new place visited so that often arise in terms of food, drinks, etc. which halalness is not guaranteed. This is the background for the establishment of Sofyan Hotel which uses the concept of sharia in the city of Jakarta which is one of the favorite destinations in Java, Indonesia. So that it is expected that users of this hotel can be facilitated in meeting their needs, without the need to feel worried or doubtful about the halal availability at the temporary accommodation.

Keywords: sharia, locality, orientation, circulation, ornament, criteria