

ABSTRACT

DKI Jakarta is the largest business and economic hub in Asia. Jakarta remains a popular investment destination for both domestic and international investors. Changes in people's behavior toward business activities as a way of life have boosted the demand for hotel business facilities among business people. The MT Haryono – Cawang Corridor is one area that is strategically important and has the opportunities to develop the hotel industry. This potential can be seen in terms of accessibility, amenities, and the Cawang area, which is surrounded by corporations in the ministries, government, offices, and State-owned enterprises industries that are considered to require hotel services. The shortcomings related to facilities found in hotels around Cawang are the unavailability of co-working space facility which become business trends in this day. When compared to a business center, co-working space is considered to be more appealing in terms of facilities and more available space. Considering these advantages and disadvantages, it is necessary to design a new hotel business in the Cawang area that provides 4-star hotel business facilities, where the hotel classification's standard facilities are considered to be capable of meeting the needs and business activities of the Cawang area. This business hotel's design idea also incorporates the concept of Modern in the Twenty-First Century, which is a representation of modern society's existence as stated in the design concept in order to give comfort, simplicity, and adaptability to current trends for users. The concept is blended into every detail of the design, including the concept of shape, color, material, and ergonomically designed furniture to increase business productivity.

Keywords: Design, Hotel Business, Cawang, Modern