

ABSTRACT

REDESIGN OF MESRA BUSINESS AND HOTEL RESORT USING DAYAK TRIBE ETHNIC APPROACH

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ABSTRACT

City of Samarinda it is very closely related to Dayak culture. The development of the tourism sector in the city of Samarinda currently still relies on the Pampang Cultural Village which is located in the hinterland of Kalimantan. From the results of the 2019 Samarinda City Tourism Conference, it is necessary to develop infrastructure in tourism facilities in the city center such as good tourist and lodging facilities and interior design with an ethnic touch that attracts tourists.

Based on these facts and phenomena, it can be used as a potential to advance the economic sector and introduce the tourism sector in the middle of downtown Samarinda to tourists through the redesign of the Mesra Business & Resort Hotel which is located in the city center as a tourist attraction and lodging. Taking the theme "Harmony of Lamin" implements the various cultures typical of the Dayak tribe. With the creation of the redesigned design of Mesra Business & Resort Hotel which is in the middle of Samarinda city, it will make visitors have an impression of these attractions and inns and want to return again in the future.

Keywords: *Samarinda, Dayak culture, Resort Hotel*