

ABSTRACT

This era of globalization affects human life with all the conveniences. Humans have daily needs, one of which is a board. This board is the place to stay.

Bandung as the Big City of West Java Province and also one of the tourist destinations that has many hotels. One of them is Atlantic City Hotel which is located at Jalan Pasir Kaliki No.126, Pasir Kaliki, Kec. Cicendo, Bandung City, West Java 40172 which is located in the city center. Atlantic City Hotel has facilities in the form of rooms, restaurants, meeting rooms, sky lounges, and others.

The Atlantic City Hotel design is a design based on the background, issues and phenomena that occur in the hotel which have been described in the first chapter of this report. Therefore, to answer these issues and phenomena, various processes are carried out including analysis, selection of design approaches, concept themes to produce the final design results. From the problem solving process, it was found that the concept of wanting to create a West Java icon is something that needs to be considered. The use or application of the selected material is a material that is easy for visitors to know. With the redesign, it is expected to be able to answer the problems that exist in this design so that it can make the Atlantic City Hotel comfortable, safe, and cannot be separated from authority.