ABSTRACT

REDESIGN OF THE LENORA HOTEL IN KOPO, BANDUNG WITH A TECHNOLOGY APPROACH

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Bandung is a tourist city that is currently visited by many tourists from business circles as well as travelers. This makes the need for accommodation such as business hotels currently increasing and is also needed. Visitors who come from business circles are more interested in staying at hotels with cheap prices such as budget hotels with practical and efficient facilities. Therefore, it takes a business hotel with considerations of practical, efficient facilities and low prices.

Therefore, the redesign of Hotel Lenora with this technological approach aims to meet the needs of consumers while at the same time solving all the problems that exist in the existing hotel related to standards. The concept of "*Bring Into The I-net Hotel*" is the concept of a hotel interior that will provide a new experience because it is related or related to technology in some of its elements, especially internet technology in some of its facilities. And the atmosphere displayed will be considered based on the characteristics of business consumers who are active, dynamic, like practical things, sociable and casual. Therefore, by carrying out this technology-based concept, it was chosen to facilitate the activities of consumers and provide a new staying experience for hotel guests.

Keywords: Business Hotel, Standard, Budget, Technology