

ABSTRACT

The Majesty is a service company that provides lodging and residential facilities under the auspices of PT Bird Hotels & Residences. At the beginning of its construction, The Majesty functioned as an apartment and it was growing by adding the function of a 4-star hotel. The Majesty has a vision, which is "To become a Management Service Company that manages Hotels and Apartments that have 5-star service quality". One of its missions is to create a strategy for promotion, marketing, and sales by prioritizing quality to generate maximum profit. Thus, The Majesty plans to expand the reach of market segmentation by opening a branch in Yogyakarta, increasing the classification of hotel classes, and increasing the scope of target consumers to segment the family and youth market.

However, based on the results of observations and interviews with hotel guests and employees of The Majesty, there are several problems, that The Majesty does not yet have a strong characteristic in interior elements and has not been fulfilled, and does not have several public facilities that are in accordance with 4-star hotel standards. This occurs based on observations made, which can trigger public interest if The Majesty Hotel will open a branch in Yogyakarta by increasing facilities that are equivalent to 5 stars, and expanding the target consumer will be difficult to achieve.

Therefore, it is necessary to design a new The Majesty Hotel by creating The Majesty hotel which has a strong characteristic by adjusting the facilities according to 5-star hotel standards, as well as maximizing the interior design of the building to improve consumer appeal of families and young people.

Keywords: Hotel, Attractiveness, Characteristic